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Sparks

Some leaders are widely-read; others wildly red.

* * *

Darrin, the stylist, sees "Dream Cars" soon. They will be a nice change from the nightmares of strikes.

* * *

About 80,000 shares of eight motor companies changed ownership on one of the busy days of the New York Stock Exchange last week.

* * *

After his motorist friend, Otto, gave him a lift during the Detroit transportation strike, our punning post decided to write an "Ode to the Ottomobile."

* * *

July delivery is promised by Rolls Royce of England for its "Silver Wraith," said to be the most expensive car in the world. Its price, $17,636, includes $4,000 sales tax.

* * *

Still a Santa?

Santa Claus isn't dead. When you size up legislators' ideas for increased taxes on motorists, you know for certain that every driver has been spotted as the genial gent in the red suit and whiskers, who is supposed to give and give and give.

* * *

Retraction Later?

The automobile production index was 101 in February, according to preliminary figures, compared with 242 in the same month a year ago and 105 in January this year.

These "statistics" are from Henry Wallace's Department of Commerce. AUTOMOTIVE NEWS does not vouch for their authenticity.

* * *

Capehart Changes Tune

The Henry Kaiser interests owe RFC $103,268,200, or 44 percent of the agency's outstanding business loans, Sen. Capehart of Indiana, said last week.

Kaiser protested a previous statement that half the RFC loans had gone to his industries. The senator said he meant to say business loans rather than all loans, which aggregate more than a billion.

* * *

60-Cent Minimum?

Administration efforts to get a modified floor of 60 cents for hourly pay under the Wage-Hour law, without a rider raising farm prices, were defeated in the Senate last week.

The President had declared that he would veto the measure if the farm bloc insisted that the parity formula on the prices of farm products be revised to figure in the cost of farm labor.

Hoping to beat the farm group, sponsors of the bill cut its original request for a 65-cent minimum, graduating to 75 cents after four years. The present minimum is 40 cents.

Output Drops to 45,959 in Week As Supply Lines Bog Down Again

Congress Must Act to End OPA Injustices

OPA's outrageous action, reducing auto dealers' discounts another 2 percent, calls for continued action on the part of NADA and its members. NADA thus far has done a splendid job in bringing to the attention of Congress and others the sorry plight of dealers under OPA dictation.

Members of Congress, we're sure, will find NADA's presentation of the facts more accurate than the meagre survey on which OPA based its decision, and will act accordingly.

NADA Presses Discount Fight . . .

House Group Okays Dealer Protection

WASHINGTON. — NADA moved aggressively on both the legislative and legal fronts here last week in connection with the motor car trade discount situation.

Friday the House Banking and Currency committee approved the bill extending OPA for one year.

By a vote of 15 to 6, the committee adopted the NADA-devised and sponsored trade discount and handling charge amendment to the bill.

The amendment provides that OPA shall be prohibited from changing the established trade discount and handling charges before a normal 1939-40-41 supply of cars has been sold by dealers for a period of six months.

The complete amendment, which was offered by Rep. Crawford of Michigan, follows:

"In the case of any retail industry, the principal sales of which consisted during the calendar years 1939 to 1941, inclusive, of sales of a commodity or commodities, the production or retail distribution of which has been reduced, for a period of three years beginning on or after March 2, 1942, by 75 percentum or more below such production or retail distribution for the calendar years 1939 to 1941 inclusive, as a result of the operation of any governmental regulation or restriction, the administrator shall not, in establishing maximum prices under this section, reduce established retail trade discounts or dealer handling charges for any such commodity before the retail unit sales of such commodity for a period of six months shall have reached the average annual retail

(Continued on Page 45, Col. 1)

Ford to Move Truck Assembly To Push Cars

DEARBORN.—All Ford truck and bus production in the Detroit area is being moved from the Rouge plant in Dearborn to the Highland Park plant, M. L. Bricker, vice-president in charge of manufacturing, announced last week.

M. L. Bricker

Ford will spend more than $2 million to accomplish the transfer, Bricker said. Buses are expected to be rolling off the new line by mid-summer and trucks by mid-October, he said.

The move will add 2,500 employes

(See FORD, Page 2, Col. 5)

Strikes Shut Off Four Makers; Steel Hits Ford

By Mac Gordon
Staff Writer

DETROIT. — Fresh from settlement of its own labor problems, the auto industry was plagued last week by the strike shutdown of a key supplier plant and the uncertain steel situation.

Assembly operations were at a standstill Friday at Hudson, Willys, Packard, Ford Rouge, Plymouth and Studebaker. Supplier strikes were directly responsible for the Hudson, Willys, Plymouth and Packard shutdowns.

A UAW-CIO strike against Midland Steel Products Co., Cleveland, halted manufacture of chassis frames and axle housings and forced Hudson and Willys down. The walkout started March 25.

Midland Steel also supplies frames to Buick and Studebaker, but the shutdown did not have an immediate effect on these two lines. Buick amassed a plentiful stock of frames during the 113-day strike, while Studebaker is closed until late April to prepare for production of 1947 models.

Packard, idled by the strike at General Motors' Moraine Products division, expects to resume production early next week. Moraine reopened last week and is speeding the flow of crankshafts to Packard.

The six-day shutdown of Ford

(Continued on Page 46, Col. 1)

K-F Appoints Lord; Reason Quits Tucker

WILLOW RUN, Mich.—Fred Lord has been appointed director of purchases of Kaiser-Frazer Corp. and Graham-Paige. Edgar F. Kaiser, general manager, also announced that Eugene L. Reason, who was recently announced as vice-president in charge of purchases for Tucker (Torpedo) Corp., had been appointed consultant to K-F's director of purchases.

Lord has been associated with Henry J. Kaiser in various West Coast enterprises for several years, while Reason was assistant purchasing agent of Chrysler Corp. for many years.

Assemblies Show Dip in Spite of GM Resumption

'41 Rate 114,500 Units; Nash Is Only Maker Exceeding Prewar

By Mel Humphrey
Associate Editor

DETROIT. — Peak production hopes in the auto industry failed to materialize last week despite the restarting of General Motors' assembly lines, when vanishing steel stockpiles at Ford and other plants dwindled the weekly tally to an estimated 45,959.

This was a drop of 547 units from the postwar high recorded in the previous week, ending March 30, when the industry's output totaled 46,506 passenger cars and trucks.

The drop was the result of Ford shutting down Thursday for a six-day stretch, in an effort to rebuild steel supplies, and most GM divisions getting off to a slow start in the week.

The production picture for this week is not much brighter with the strike at Briggs halting assembly lines at Dodge and Chrysler divisions today, Monday, in addition to the closing of the Plymouth lines last Friday. De Soto was scheduled to continue assemblies although it appeared likely that output would be stopped early this week.

Chevrolet began assembly at its St. Louis plant March 29 and early last week in Norwood, O., and Kansas City, but volume output was held down by the continuing strike at the Chevrolet Drop Forge plant here.

Buick, failing to start last week, is scheduled to start today (Monday). Oldsmobile, Pontiac and Cadillac resumed output Apr. 1.

With all automobile manufacturers, except Hudson, Packard and Studebaker, being in production for all or part of the week, it was noted that the 45,250 units produced were 69,241 short of the 114,500 recorded in the same week in 1941.

Nash was the only automobile

(See OUTPUT, Page 46, Col. 5)

Studebaker Strengthens Its Truck Bid

SOUTH BEND.—The first step in Studebaker's new manufacturing expansion program become effective last week with the start of full-scale production in a new $1,500,000 truck cab and pick-up body factory.

The facility completely separates truck and passenger car assembly and its operation was disclosed concurrently with an announcement that the company is introducing 1946 commercial cars.

New trucks cover offerings in the light and medium fields. Reflecting many advances in mechanical features and in manufacturing processes, the line will be available in ½-ton, 1-ton and 1½-ton sizes and a variety of pick-up, stake and cab and chassis models.

Increase in cab and body production equipment follows an extension of assembly lines during the war to provide for the output of 200,000 heavy duty, military trucks.

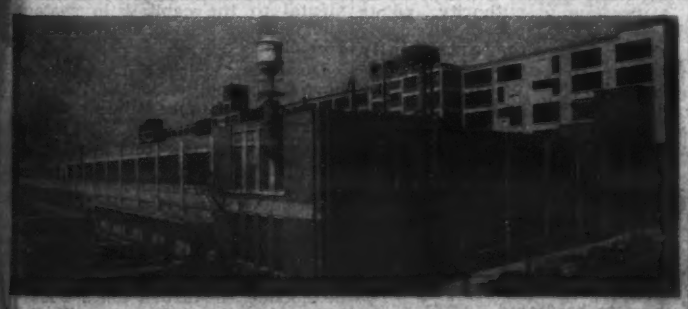
The two-story, 625-foot long building gives what the company said is one of the most modern plants in the industry. Handling ease has been particularly improved, with parts starting from loading docks and being moved progressively through framing fixtures, water-conditioned spray booths, bonderizing and drying ovens and an exclusive truck upholstery and trim department.

Included in the building program is a 500-foot covered railway dock which will serve both the truck cab factory and the passenger-car body factory which it joins.

Details of the commercial car line follow:

HALF-TON — The coupe express pick-up. Powered by the six-cylinder Econ-o-miser engine, which was used in the wartime Studebaker Weasel, this vehicle has a maximum gross rating of 4,500 pounds with 6.50x16 six-ply tires. The pick-up body measures 78 3/16 inches by 48⅛ inches, the extra ¼-inch in width facilitating the loading of

(Continued on Page 44, Col. 4)



AN ANNOUNCEMENT of 1946 Studebaker commercial cars accompanied the disclosure that this new $1,500,000 truck cab and pick-up body plant has been put into operation. The new manufacturing unit will permit the operation of all trucks and passenger car assembly and will make possible considerable increase in output.

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Predicts Fewer Furbelows . . .

Mooney Stresses Utility In Postwar Cars

TOLEDO.—The automobile America drives tomorrow will be functional rather than covered with furbelows, James D. Mooney, chairman and president of Willys-Overland, told a Society of Automotive Engineers meeting last week.

Mooney, who was group executive in charge of all overseas operations for General Motors for many years, spoke on "Economic Forces and Their Effect on the Automotive Industry."

He criticized styling and merchandising pressures which led to yearly model changes "with all their glamour and glitter — annual automobile shows which were a riot of color, a dazzling blaze of chromium."

He attacked marketing approaches which led to the prewar used car problem, which, he said, had developed "to the point where the dealer had to buy 2½ used cars in order to make a market for one new car." He warned that although war had solved the used car problem, from the short point of view, that the economic stresses which created it were still present and in greater weight.

Mooney said the automotive industry stands at the threshold of a new era in its development, in which the economic service and necessity of the automobile, to which we were awakened by war, will relegate to the background over-emphasis on style engineering.

He credited World War II with awakening the nation to the paramount necessity of the automobile in the economic life of the nation and the fact that the nation's automobiles were among the more important of its economic resources.

He predicted "far - reaching changes" based on this awakening and on economic pressures of the postwar years.

Reviewing early automotive development, Mooney pointed out that the emphasis at first was on engineering development and improvement. "In a very real and a very significant sense," he said, "the early success of the automotive industry was a triumph of engineering.

"As the years passed and the automobile market grew and expanded with apparently never-ending vitality, it was perhaps only natural that the underlying engineering fundamentals on which the success of the automobile as a trustworthy and practical mechanism, and of the industry as an increasingly important part of our industrial economy was really established were gradually pushed into the background.

"Slowly at first," he declared, "but at a steadily increasing pace, the industry moved away from the principle of steady, continuous, constructive engineering improvement. It stepped blithely out along the more spectacular, though less sound, road toward the yearly model change with all its glamour and glitter.

"Engineers knew in their hearts that the industry was moving away from its true economic base, but under pressure of the times they were gradually diverted from basic engineering principles and projected over into the area of style engineering directed at ever-rising heights of art and color diversification."

World War II, Mooney said, brought an abrupt end to this.

Lautzenhiser Wins

It's 'Torquey'

"Torquey." . . .

That's the name of AUTOMOTIVE NEWS' cartoon gal (see inside back cover), and the winner of the name contest is . . .

Fred B. Lautzenhiser, consulting engineer on transportation for International Harvester Co., Chicago. To Lautzenhiser, who submitted

. . . *Torquey, meet Fred*

about 50 names in the contest which drew more than 500 suggestions, goes an original color drawing of Torquey, with appropriate comment.

Bette Hahn, of Studebaker's sales department, captured double honors in the contest, her "Dinah Mite" winning second place and her "Dandy Lines" placing fourth. So she'll get two copies of Floyd Clymer's Historical Motor Scrapbook.

Other books will go to Robert Hartman, Hartman Pontiac, Inc., Lancaster, Pa., and F. W. Thompson of Windsor, Ont., who both submitted "Jenny Rator" and tied for third place. (Note to readers who sent in such a name spelled differently: The third place winner is spelled "Jenny Rator.")

Fifth prize goes to Harold Ames, Hause Motor Sales, Rochester, N. Y., who submited "Custom Maid," while sixth place winner is "Benda Fenda," submitted by Wilton Miller, of Los Angeles.

Judges were B. B. Crighton, business manager of AUTOMOTIVE NEWS, Cartoonist Millard Denyes and Editor Pete Wemhoff.

What do you want to buy, sell or trade? See Classified Want Ads, inside backcover this issue.

Gildemeister Honored . . .

FOR THE DISTINCTION of having sold the first automobile in the United States following reopening of civilian production, Mayor Maurice Costello, of Grand Rapids, Mich., presents *Automotive News'* trophy to the Gildemeister Motor Co. Left to right are Mayor Costello, Otto F. Gildemeister, David Gildemeister and Jesse D. Anthony, a rural mail carrier who purchased the first Ford. Otto Gildemeister has been a Ford dealer for 28 years. On Jan. 1, his daughter Lois and son David, who had been associated with the business for several years, were made partners in the firm.

Old Timers Set Lunch Apr. 24 To Fete Mason

NEW YORK. — The Automobile Old Timers will hold its first postwar luncheon on Apr. 24, when the guest of honor will be George W. Mason, president of Nash-Kelvinator and newly elected president of the Automobile Manufacturers Assn.

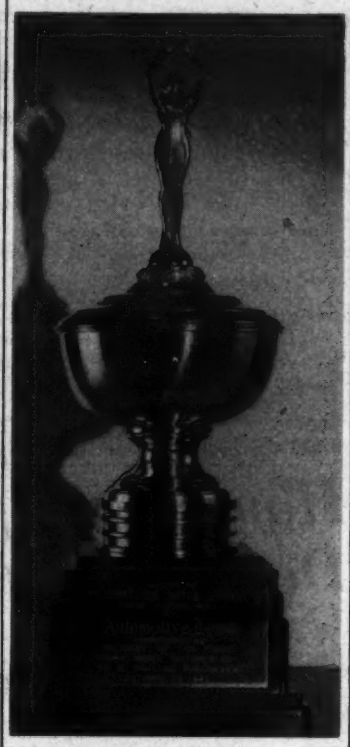
Geo. W. Mason

A reception will be tendered to Mason, a life member of the pioneer group, in the Palm Terrace, followed by luncheon in the Hendrik Hudson room of the Hotel Roosevelt here. George Conrad Diehl, president of Automobile Old Timers and a past president of the American Automobile Assn., will preside.

Reinald Werrenrath, formerly of the Metropolitan Opera Co., who has recently accepted a life membership, will sing several songs.

At the conclusion of the luncheon, the Metropolitan council, affiliate of the national organization, will elect officers for the ensuing year. This group now comprises several hundred motor car pioneers.

Serving on the luncheon committee with Diehl are Arthur Lee Newton, George M. Slocum, Alfred Reeves, Ralph De Palma, David C. Fenner, Ransom E. Olds, Charles (Henry) Davis, Jack F. Chrysler and Frederick H. Elliott.



THIS IS A CLOSE-UP of the *Automotive News* trophy presented to Gildemeister Motor Co. for the sale of the first car following resumption of production.

Cameron Ends 28 Years at Ford

DEARBORN. — William J. Cameron, who has been associated with Ford for 28 years, has retired, it was announced last week.

Eight years before the war, Cameron was the intermission speaker on the Ford Sunday Evening Hour. He is a nationally known lecturer.

Sales Record

Cook Makes 3,195 Sales In Five Years

SANTA MONICA, Calif. — Bob Cook, used-car manager for Link Anderson (Pontiac-GMC) has sold personally 3,195 units in the past five years, an average of 1¾ cars a day, every day of every year.

At an estimated price of $700 a car, which Anderson declares is conservative, Cook's annual sales volume was almost a half-million dollars a year, or a total of $2,236,500 for the five-year period.

Grebe Equipment Stolen

ST. LOUIS.—Grebe Motor Co., Inc. (Oldsmobile) was one of six establishments visited by burglars last week, and officials of the company reported that repair equipment valued at $331 was stolen.

"Your paper is really giving us good results, much more than we had anticipated and we are sure any one advertising in your paper is more than pleased with the results obtained." Tow Bar Sales Company, 100 South Clinton Street, Chicago, Illinois.

Wis. Rejects Highway Bids

MADISON, Wis.—Bids involving more than $1,000,000 worth of proposed improvements on the state trunk highway system have been rejected by the State Highway commission here because figures submitted by builders were regarded as excessive.

Others are profiting from AN Want Ads, why not you? See inside backcover.

Gimbel's Sale Of Trucks Stirs Up a Tempest

DETROIT.—The sale of 600 surplus Studebaker 6x6 trucks to Gimbel's, large New York department store, was made in strict adherence to the letter of the law, according to the War Assets Corp.

(Gimbel's sold 347 of the trucks the first day at $2,900 each.)

But even so, WAC is not at all happy about it, not only because of the storm of protest that has arisen from dealers all over the country, but also because the original buyers did not sell the trucks in the area where they did business.

According to WAC, a group of legitimate dealers bought the trucks after they had first been offered to government agencies, municipal and state governments and vets.

Then through the dealings of Arthur Price Associates, with offices in the Empire State building, New York, it is claimed, the deal was arranged whereby Gimbel's would purchase the entire lot from the dealers and offer them for sale in New York.

WAC is not only "miffed" because of the way in which the deal was handled, although every step was within the letter of the law, but because the trucks are supposed to be sold to ultimate buyers by the dealers who purchase them from WAC and be sold to users in the area normally considered the trading zone of the dealer buyers.

In the meantime, it is understood that Studebaker, which made the trucks for the Russian government under Lend-Lease, has steadfastly refused to make guarantees to anyone concerned in the deal as to the operation of trucks or service.

However, Studebaker does intend, if a buyer of one of these trucks brings it to one of their dealers for service, to help that dealer locate service parts.

U. S. Is Silent On Report of Tire Probe

WASHINGTON. — The Department of Justice refused to comment last week on a report that it was investigating the marketing practices of major tire companies.

Gasoline Retailer said that one subject believed to be under investigation is alleged unfair differentials in sales to independent dealers.

It is known, the paper said, that Federal authorities have been asked to investigate the "freeze-out" of gasoline dealers. Dealer association officials have told government agents that major tire distributors and company wholesale stores have cut off service station supplies of tires and are selling available supplies directly to consumers.

A NEW UNDERSIZED AUTOMOBILE, the Brogan, will be produced at the plant of the B & B Specialty Co., Rossmoyne, O., as soon as conditions permit, it was announced last week by Frank Brogan, president. A ten-horsepower Onan motor will drive the car 65 to 70 miles on a gallon of fuel, top speed being from 45 to 50 miles per hour. Total weight of the vehicle will be about 450 lbs.

Fewer Shops, Fewer Jobs

Artificial Delays on Commercial Building Seen As Hiring Curb

(EDITOR'S NOTE: *With the country looking to distribution to provide most of the national jobs, the delay on dealer buildings is a cause for concern since it restricts dealer hiring.*)

ROCHESTER, N. Y. — America cannot have 60,000,000 jobs without plants, George H. Miehls, building authority, points out in discussing the artificially created delays which led to the stop order on commercial building.

G. H. Miehls

Miehls, president of Albert Kahn Associated Architects & Engineers, asserted in an address here that while inflation is dangerous, stagnation is also to be feared.

"You cannot have plants without building materials," he said, "and you cannot have plants if money set aside for them has to be used to defray the expenses of artificially created delays in building them; and you won't have them if the operators cannot plan to amortise them over a reasonable period by achieving a reasonable return."

Miehls pointed out that the law of supply and demand is fundamental to the capitalistic system and must be reenacted as soon as possible.

Discussing price ceilings which have prevented production of brick, tile and many other building items, Miehls said:

"Since we know they will cost more eventually, it would seem logical to pay that cost now and have brick and tile and hardware than to stick to price ceilings and have no brick, no tile and no hardware."

In discussing the plant of the future, Miehls said that it would be outside the urban area. Flexibility in plant layout will be stressed as will agreeable working conditions and other facilities to promote employe goodwill.

Dealers tell me

By John O. Munn

Dealers' or salesmen's comments, questions or requests may be addressed to John O. Munn in care of Automotive News, Detroit, and the writer's name will be kept in confidence if requested.

DEALERS are constantly asking, when are the factories going to reach volume production? Factories don't make promises. I am sure I don't want to make predictions. There are too many variables.

Now that the General Motors strike is over, many dealers are looking through rose colored glasses again. You can't blame them for being hopeful. They have waited so long. The public has waited long. New cars are badly needed. The answer to volume lies in the lap of labor.

It is true that, without further expansion, automobile plants probably have a capacity of a half a million cars a month at the present time. That production rate probably won't be realized before early next year. While General Motors will add their production to the current volume, let me remind my readers that automobile manufacturers whose plants have not been struck have not been successful in obtaining volume.

* * *

Don't Build Hopes Up Too High

THE slow production rate for the non-struck automobile plants has, of course, been largely due to strikes at suppliers factories. Another reason has been lack of productivity of the individual workman. Even now there is in some localities an inadequate labor supply. We must remember, too, that there is still a shortage of certain raw materials. The war cleaned out a lot of stockpiles and eliminated the nation's reserves of many basic materials. It will be a long time, even in the normal course of events, before these defficiencies can be made up. Another drawback to production is that there is still a scarcity of production equipment.

The entire industry is glad that General Motors has finally started to roll. Don't build up your hopes too high, however, for immediate delivery of lots of cars from General Motors or any other factory.

* * *

A Lot Earmarked For New Cars

THE more hopeful aspects of the whole situation to the automobile dealer is that there is about 145 billion dollars in savings in the hands of individuals in America. A lot of it is earmarked for cars.

While stocks of used cars are limited, it is the first time in the history of the industry that used car departments can be conducted without being subsidized by the new car department. There is a heavier demand for service than ever before. Dealers are presently getting a larger share of it. They have more opportunity to hire and train mechanics. The parts situation will progressively ease. For at least two years dealers will be able to sell all the cars they can obtain without sacrificing gross profits on used car allowances.

* * *

Enterprise Vital Too, Now

DON'T get Washingtonitis. From correspondence I judge that many dealers are so concerned with what is happening in Washington that they forget their own opportunities at home. Surely, lots of things are happening in Washington. They will continue to happen in Washington. They will all have impact on your business. Dealers are better organized than ever before. Lend your force to the association effort. They are doing a good job.

It's good to remember that our real center of interest is and must remain with the opportunities right at home. We can do but little individually in Washington, but we can do much at our own business.

"Free enterprise" is two words. One of them is enterprise. We need enterprise now. We need it right in our own business. Apply it. If we all do so energetically in our own individual units we will go a long ways towards keeping the word "free" in the couplet "free enterprise" for our nation.

Henry Ford II recently gave some good advice along this line when he said that the reconversion battle is not going to be won by speeches, recriminations, newspaper battles, memorandas or essays, but by hard work.

* * *

Dealer Must Sell Himself, Also

ONE dealer wrote me last week complaining that so much emphasis was always put on the car and so little said about the dealer which sells it. I would be the last to decry any emphasis put on the product. We want public acceptance for the automobile. We want the car to arrive at our salesroom as much pre-sold as possible.

But I am also as firmly convinced that if dealers in America would do as good a job selling themselves to the public as the manufacturers have sold their cars, the industry at large would greatly benefit.

Selling the dealer to the public is something to think about right now. The prestige of a dealership is the only asset that will protect it from the strenuous competitive conditions that will prevail when factories have caught up with the present back log of orders.

* * *

Public Relations Job Must Be Done

FACTORY capacities have greatly expanded during the war. Production methods have been improved. New companies have entered the field. Every manufacturer is out to get a greater percentage of the market. If the dealer is known only as another factory outlet then the going is going to be difficult. If however, the public recognizes a dealer as a purveyor of satisfactory miles of personal transportation, with a good reputation of his own to uphold, then competition won't be so difficult for that kind of a dealer. In fact, he will benefit rather than suffer by increased volume.

I am for dealers individually and collectively doing as good a public relations job as do their factories. They have an important contribution to make in this nation. Interpreting their business in terms of customer benefit is an important project in any dealer's postwar program.

Just Among Dealers

ARNOLD F. SAMMIS (Ford), Huntington, N. Y., born in the same city on Oct. 5, 1882. Sammis & Downer, Inc., of which Sammis is president, is celebrating its fortieth year as a Ford dealer, the first contract being signed with the company in 1906. The company has conducted its business at the same address ever since, having originally started in a building consisting of a shop and office 60 by 30 feet in size. It is shown in the accompanying cut.

A. F. Sammis

A new building was built in 1914 on the original site, also illustrated), which indicates the development that has been made in the automobile business. The photograph of the original building shows Sammis, together with A. L. Field who at that time was town

(Continued on Page 39, Col. 1)

Warehouse

Denver Dealers Plan Central Storage

DENVER.—Denver Auto Dealers, Inc., as soon as building materials are available, will erect a warehouse to be used to store new automobiles for all dealers of Denver. Cars will be shipped in here by manufacturers in the East. When a Denver dealer wants a new car he will be able to go to the warehouse and get it.

The buildings, scheduled to cover seven acres, will have an extensive service department for the new cars. There also will be facilities for storage of used cars owned by Denver dealers. There has already been $80,000 invested.

Officers of the Auto Dealers, Inc., are L. C. Thomas, Thomas-Hickerson Motor Co., president; Harry Leeman, Leeman Motor Co., vice-president, and Sam Marcus, Marcus Motor Co., secretary-treasurer. The officers and H. J. Davidson, Metropolitan Pontiac, Inc., and Lou Luby, Luby Motor Co., make up the board of directors.

Orsinger, Poe, Watson Elected In San Antonio

SAN ANTONIO, Tex.—Ward Orsinger, Orsinger Motor Co., Hudson distributor, has been elected president of the San Antonio Automotive Dealers Assn. He succeeds James J. Jordan, Jordan Motor Co. (Ford).

Officers elected to serve with Orsinger were E. A. Poe, Poe Motor Co. (Chrysler-Plymouth), vice-president, and H. E. Watson, Motor Truck Sales Co. (GMC-Federal), treasurer. J. T. Simmons, executive secretary of the association, was reelected and enters his seventeenth year in this position.

Directors, in addition to the officers, are J. M. Cavender, General Oldsmobile Co.; Herbert Mueller, Mueller Motors (Chrysler - Plymouth); J. Frank Stampp, Downtown Motors (Ford), and James J. Jordan, who as retiring president automatically becomes a member of the board.

H. B. Ransom, Ransom Motors, Fort Worth, a past president of the Texas association and present president of the Fort Worth dealers association, was present and complimented the group on its "fine organization."

A resolution was passed thanking Jordan for the fine work achieved during his administration.

Urge Stronger Fight

Texas Dealers Demand Political Pressure Against OPA 'Persecution'

SAN ANTONIO, Tex. — Texas Automotive Dealers Assn. board last week demanded that all ceilings and controls on the operations of automobile dealers be immediately removed. After a special meeting, telegrams containing the board's resolution were sent to all Texas senators and congressmen.

The board also sent a resolution to William Mallon, president, NADA, asking that the association "forego its campaign of facts and figures and immediately mobilize the entire political strength of the dealer body of America to make them secure from further assaults and relieve them from present burdens."

"The Texas association reminds you of a resolution forwarded approximately a year ago," the wire to NADA continues, "and of your promise to use political power if argument failed. Since that time we have gained nothing but lost much and we will not take it sitting down any longer.

"We do not propose any further staged dramatic committee hearings, but we demand action on the floor of Congress to safeguard us from these measures, or, preferably to abolish OPA, and to this end we are now addressing wires to each member of the Texas delegation and to executives of each state and major local organization."

In its appeal to representatives in Washington, the association states, "With all manufacturers entering into the largest production programs in history, why should new and used car dealers be controlled when competition itself will quickly exercise the most effective control?

"With thousands of independent and new car dealer shops opening, all competitive, why should dealers who are already reducing many service charges be forced to keep, at great extra expense, voluminous records of no value to anyone, not even OPA, as well as bear the many harrassments and prosecutions imposed upon them by OPA?"

The association predicts that "Elimination of OPA controls on automotive sales and services will also eliminate the tremendous black markets now operating in used cars and beginning on new cars.

The telegram is signed by W. A. Williamson, vice-president and manager of the Texas association, which represents more than 1,000 dealers.

Stallings Chosen In Montgomery

MONTGOMERY, Ala.—Rush V. Stallings has been elected president of Montgomery's Automobile and Truck Dealers Assn. at a meeting held in the Whitley hotel. Stallings has served that association in a presidential capacity since the death of former president Willis Taylor almost a year ago.

Also elected were H. H. Harrison, vice-president, and Tom Reinhard, secretary-treasurer. A highlight of the meeting was discussions pertaining to organizational problems and an open forum on arson and investigation.

Illegal Deals Cut U. C. Supply In Fort Wayne

FORT WAYNE.—The sale of used cars to veterans by legitimate dealers in Fort Wayne is impossible because, in spite of dealer efforts to block over-ceiling sales, cars in this area are going to other parts of the country through black market operations, Haywood Davis, president, Fort Wayne Auto Trades Assn., said last week.

It was reported last week that OPA plans an immediate investigation here to halt the illegal flow of cars.

It is estimated that a sufficient number of cars is being shipped out of here to satisfy the needs of veterans and others in serious need of transportation. During the past month it is estimated that slightly over 20 used cars have been purchased by local dealers.

Dealers are cautioning the public about selling cars on the black market with the hope of securing another in the near future, since present auto production is not promising for early deliveries in any quantity.

Parley Draws 100 at Enid

ENID, Okla. — More than 100 northwest district members of the Oklahoma Automobile Dealers Assn. met here last week to iron out current problems and discuss OPA reulations governing the sale of new and used cars.

A. R. Christie, secretary and manager of the state association, and Walter Allen, state association president, were the principal speakers.

Anderson Motor Opens

Anderson Motor Co., South Pittsburgh, Tenn., has opened. The dealership handles Dodge and Plymouth cars and trucks.

BBB Backs Dealers

Chicago Bureau Report Hits Loose Talk About New Auto Sales

CHICAGO.—Dealers here, backed by the Chicago Better Business Bureau, decided last week that the time has come to hit back and correct impressions in the public's mind that over-ceiling prices on both new and used cars are the rule.

No denial is made that there are some black market sales, but a statement by Edward L. Cleary, general manager of the Chicago Automobile Trade Assn., pointed out that 90 percent of franchised new car dealers "are sticking to the letter and spirit of ceilings, now that new cars are beginning to flow into the city for customer delivery."

"There are always a few used car gyps and fringe dealers who will try to get away with shady practices, particularly in a market with a hundred eager customers for every available new car," Cleary added.

From the Chicago Better Business Bureau, which conducts an intensive checkup activity, came the report that "there's loose talk everywhere about new automobile sales in Chicago but no proof of a growing black market has been found to date."

Even the local OPA, which issues frequent warnings of the "crackdown" variety and keeps a sizeable staff of enforcement workers busy, admitted that its investigations have uncovered only one serious violator, a dealer who was enjoined in a court order from buying or selling cars at over-ceiling prices.

A judgment was also entered against this dealer for $2,027, covering damages for over-ceiling sales of 14 used cars.

Jackson Handles Olds

Ed Jackson will open an Oldsmobile dealership in Forsyth, Ga. He has rented a building which is being remodeled at a cost of several thousand dollars.

On the House . . .

How can dealers later accuse the factories of bad practices when some dealers now are using legal—but bad—practices in the selling of new cars? That's a pertinent question put forth by Ralph Rodgers, of Rodgers Pontiac Co., Dayton, O. Rodgers, on a visit to AUTOMOTIVE NEWS last week, said he believes the ill-will now being engendered by some dealers will plague the whole industry for years. . . . Contrawise to the present trend, Rhode Island dealers association has reduced from $100 to $50 its annual dues for large dealers. . . .

Wemhoff

Note in the British Motor Trader that England's socialization program threatens to engulf the auto industry there; the manufacturing industry is to have a national advisory council which will consult with the government on location of industry, exports, imports, research, design and technical developments, production methods and general progress of the industry"; no mention of the distribution side as yet. . . .

CPA's ban on non-veteran building certainly puts auto dealers at the mercy of commercial rent gougers. . . . With membership off slightly to 76.7 percent of total dealers in state, Virginia association is starting drive to raise figure to 90 percent soon.

—PETE WEMHOFF

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Automotive News

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Publisher—George M. Slocum

Editor—Pete Wemhoff
Managing Editor—Robert M. Finlay
Service and Truck Editor—J. C. Weed
Associate Editor—Mel Humphrey
Business Manager—B. B. Crighton
Advertising Manager—Edward Kruspak
Midwest Adv. Mgr.—J. Goldstein
Pacific Coast Mgr.—R. H. Diebler

Editorial Associates—Patricia Cassady, Mac Gordon, George Deery
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AUTOMOTIVE DEALER MAKER NEWS

WE STAND FOR:

¶ 1. Fair and equitable contracts between manufacturers and dealers in motor vehicles, parts and accessories. ¶ 2. A fair profit to the dealer on every used vehicle accepted in partial payment for a new car or truck. ¶ 3. Every dollar of gasoline tax collected by state or federal governments applied to the building and maintenance of highways. ¶ 4. The elimination of governmental and bureaucratic controls over this industry. ¶ 5. A return to the precepts of independence and the rewards of applied energy and ability, which made America and gave more of her citizens more of the better things of life than anywhere else in the world.

Bury the Body?

OPA has made a sham of the dealer advisory committee. It is time now that dealers examine the body carefully. The stench is so bad that it appears to be time for the funeral.

It seems to us that OPA has proved that it does not want cooperation. Rather it is using the so-called advisory committee merely as window dressing for its ill-considered and dictatorial policies.

When OPA decided to jam another discount cut down the throats of the dealers, it called the committee together. But it did not consult with the committee. It simply told the committee what it was going to do, and that was that.

As for the local picture, dealers throughout the country have willingly given their time to cooperate with OPA on local committees. But when OPA decides to make a spot-check, it does not seek the advice of the committee to clean up the unscrupulous violators who have made a mockery of OPA regulations.

Those out-and-out violators do not keep books. It would be difficult to catch them.

So instead, OPA goes through the books of legitimate operators, turning up technical violations which are inevitable in view of the complexity of OPA regulations.

Meanwhile, those legitimate dealers have been urging OPA for years to clean up the REAL black spots in their communities.

Instead, OPA, making a show rather than an honest effort to clean up its mess, hits the very dealers who are doing their best to cooperate.

OPA should take a look at its record and decide whether it deserves cooperation.

Dealers should take a look at OPA's record and decide whether they want to waste their time on an agency that wants to dictate to the industry rather than cooperate with it.

OPA and Stagnation

WHAT'S behind the stop-order on commercial building? Some building authorities have charged that it resulted from artificial scarcities in building material caused by OPA restrictions.

If this is true, it is another huge blot on the terrifying record of stagnation created by OPA. The fewer shops that dealers can build, the fewer men distribution can hire; the fewer plants that industry can build, the fewer men that industry can hire.

OPA is shouting that it is protecting the little man. We wonder if instead of protecting him, OPA is not burying his hopes in stagnation.

—a word in EDGEWISE

by George M. Slocum

IT MIGHT AS WELL BE SPRING

Well from where we sit, Detroit appears to be the most tormented metropolis in America. No sooner is the 113-day General Motors strike settled than the city-owned bus and trolley system is stalled by more labor demands. Now comes the soft coal shutdown which, unless settled as soon as we would like to have it, is bound to tie up steel production and thus slow down, if not eventually stop entirely, the assembly lines on cars and trucks.

One begins to wonder if it would not be far more sensible to immediately grant a nationwide increase in wages of approximately the 18 percent agreed upon in the final settlement of our most recent labor disputes. *What is to be gained by these piecemeal adjustments after both capital and labor have lost vast sums which never can be retrieved?* From V-J Day on, the great buying public has been anxiously waiting to spend for the things they have been waiting for and saving to buy. *Can we be too sure that this great potential market will wait until we have the products to sell them?*

Some of us are old enough to remember the great psychological waves of fear on the part of the buying public which have brought on general depressions in the past. What we need right now is a period of calm and steady production which can result only in a genuine prosperity and full employment. *With a wage pattern already cut to the satisfaction of both sides in many of the major industries, why not apply it to all? Will someone tell me?*

* * *

I liked John Munn's suggestion in his column last week that automobile dealers should receive their just recognition in the Fiftieth Jubilee celebration of car manufacturing, to be held in Detroit next month. Most of us remember that it was the farsighted men who came forward and laid down the cash F.O.B. Detroit, who actually made possible the gigantic factories which grew up to supply their demand. They were the men on the firing line who absorbed the jolts and the abuse when the products were not up to all the buyers had expected.

There are, I believe, many men still alive who sold the first cars built in Detroit and elsewhere 50 years ago. Let's invite them to come to Detroit and share honors with the men who built the first cars.

* * *

I am still hopeful that something permanent can come out of this jubilee celebration. It has been suggested by more than one over the years that a building might be provided in Detroit which would house a year-around display of cars, trucks and automotive equipment, more or less on the order of the Merchandise Mart in Chicago. A place where the public could always be sure of seeing the latest developments in this greatest of all industries.

Whether or not it should supplant the annual New York and Chicago automobile shows is entirely a matter for later and more careful study, but that it should be located in Detroit, which is the world-accepted hub of the auto industry, I doubt if many would argue. What then could be a more significant gesture on the part of an industry which can well afford it than the announcement at the time of the coming celebration that a suitable committee has been appointed, with the backing of the manufacturers not only the motor vehicles but of tires, accessories and the suppliers as a whole, to plan such a project and make it a reality? That, in my humble opinion, would fittingly emphasize what a half-century of motorized transportation has meant to the United States and to the world. Anything less is to me mere camouflage and Hollywood ballyhoo far below the standard we have come to expect of the men who today head our industry. — G.M.S.

Letterbox

'Finest Editorial . . . . . '

The views expressed in this column are those of our readers. Anonymous contributions will not be accepted but confidence will be observed upon request.

Bilion Dollar Fraud

I am just writing to tell you that I think the editorial on your front page of the Apr. 1 issue, titled "Billion-Dollar Fraud," is one of the finest articles I have read for some time.

If people in this country really want to head off things like this strike, it could be done through articles like you have written; and why the press is afraid of it, I don't know. — F. O. GOTTSCHALK, United Finance Co., Columbus, Neb.

23rd Year

I have been a subscriber to AUTOMOTIVE NEWS for many years and enjoy and read each issue.

For what it is worth from a news item, I just recently purchased the garage 54 feet by 96 feet at this address and am beginning my first year with Packard and my twenty-third year in the auto business. Started as bookkeeper and parts man with Maxwell and Chalmers. — J. W. LANG, Wes Lang Motors (Packard), Meadville, Pa.

Frank Kelly

I don't know if you ever knew Frank Kelly. If you did not, it was distinctly your loss.

Frank was office manager of our Detroit office, in the General Motors Bldg., for the last 31 years, and died Friday, March 15.

Since so many of your readers know him, I would appreciate it very much if you could insert in your next issue, editorially, the following tribute, written by one of our men:

"Frank Kelly isn't with us any more.

"His passing has left a gap which will be mighty hard to fill . . . for he made his job of looking after New Departure's men and New Departure's customers his life work—and his joy.

"If you had a complaint . . . or didn't have a reservation . . . or needed a job expedited . . . or just wanted to talk sports or things in general . . . Frank Kelly was your man—your friend indeed—your good companion.

"We miss him.

"But we have a feeling that if and when we reach those pearly gates and are weary, confused and overcome with awe—Frank Kelly will be somewhere around to extend a welcoming hand and help make us feel at home."—CARLETON BECKWITH, advertising manager, New Departure, Bristol, Conn.

When did YOU get into the automobile business? If you can qualify up to and including 1921, you should be a member of the AUTOMOBILE OLD TIMERS. Write Ralph DePalma, chairman membership committee, A.O.T., headquarters, Hotel Roosevelt, New York 17, N. Y.

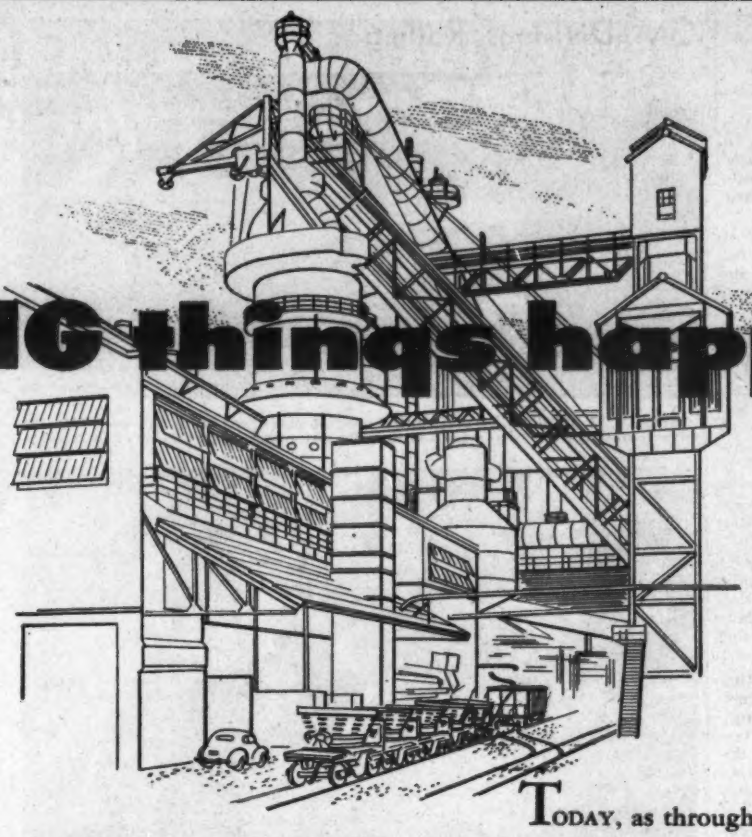
Coming Events

APRIL

12—Detroit (Book-Cadillac hotel). Annual meeting of Automotive & Aviation Parts Mfrs.

23-24—Lansing. Annual convention Michigan Automobile Dealers Assn.

24—New York (Hotel Roosevelt). Luncheon Meeting, Automobile Old Timers. George W. Mason, guest speaker.



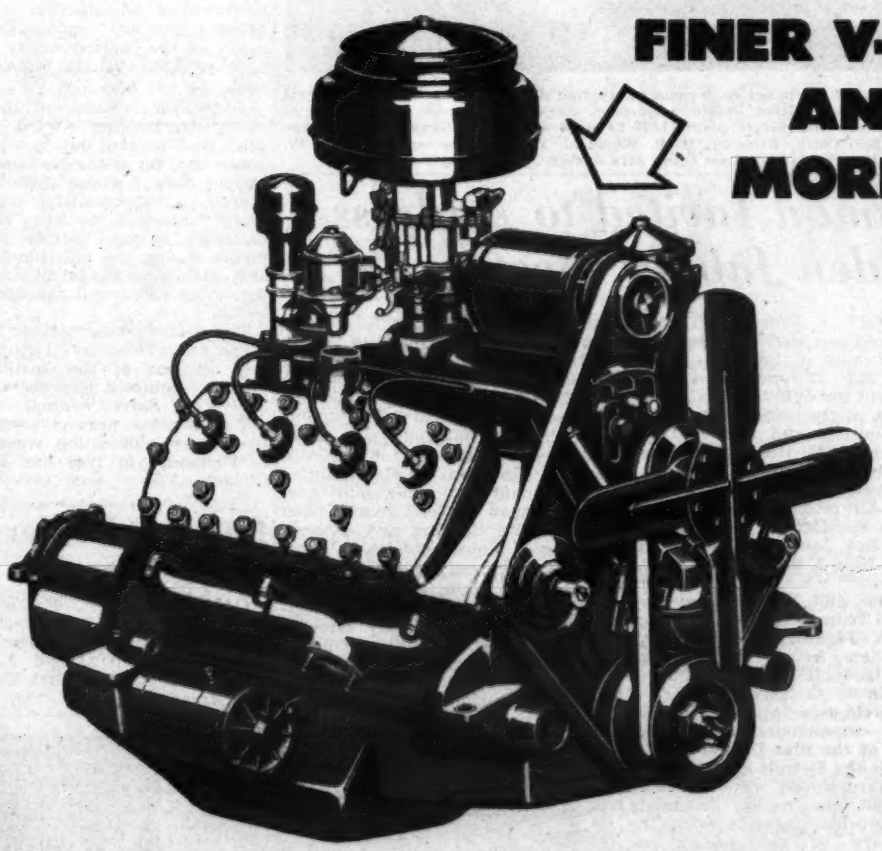
The BIG things happen at Ford

TODAY, as through the years, many a vital automotive advancement is coming from Ford. The Ford Motor Company . . . originator of the modern assembly line . . . pioneer of low-cost transportation . . . is known the world over for the part it has played in setting the pattern of broad industrial achievement.

And now that leadership is being strengthened, with vision and purpose and great products. From every corner of the Ford Motor Company . . . Engineering . . . Research . . . Design . . . Production Lines . . . come developments of importance to the automotive world.

The big things happening at Ford have meaning to every branch of the automobile industry . . . as well as to the American motorist.

Here's One . . . AN EVEN FINER V-8 ENGINE . . . PLANNED AND BUILT FOR EASIER, MORE EFFICIENT SERVICING



This new engine gives Ford owners even finer performance and even more economy than its predecessors. But that's only half the story. For this engine is designed and built to save time and trouble for Service Departments, too. Many things make that true. Here are some of them:

- Engine accessories receiving normal periodic maintenance are located at upper part of the engine, for easy accessibility.
- Valves are *pre-set* . . . need no adjusting. Valve seats, both intake and exhaust, have molybdenum chrome alloy steel inserts, reducing the need for periodic grinding.
- Main connecting rod and camshaft bearings are easily removable precision-type.

Ford

FORD MOTOR COMPANY

Ball Urges Union Curbs

Merit Liberal Support, He Tells Retailers; Truman Sees Record Living Standards

WASHINGTON. — Laws regurating labor unions are necessary and should attract the same support of liberals as the Anti-Trust and Securities and Exchange commission laws, in the opinion of Sen. Joseph H. Ball of Minnesota.

Sen. Ball was one of a dozen speakers who appeared before the American Retail federation here last week and discussed a variety of subjects ranging from the pros and cons of price regulation to full employment.

Besides listening to Ball's outline of labor laws now before Congress, the retailers heard:

1. A message from President Truman, calling for a vigorous fight against inflation, and asserting that the nation is on the threshold of the "highest standards of living this Nation has ever dreamed of."

2. Secretary of Commerce Wallace declare that "the goal of full employment is attainable — a condition where everybody able and willing to work has a chance to earn a decent living."

3. Chester Bowles, director of the Office of Economic Stabilization, say that he would not fight to maintain the present price level "if I did not believe that to depart from it at this critical moment would start us on a cycle of increasing wages, then increasing prices, and so on in an upward spiral which would soon cause disaster."

4. A declaration by John D. Small, civilian production administrator, that about two million dollars worth of business construction must be set aside to meet veterans' needs for homes.

5. Albert J. Browning, of the Office of Domestic Commerce, warn that "the time is coming, probably sooner than most realize, when you will have to do a hard and skillful merchandising job if you are going to maintain your volume of business."

6. Dr. William P. Jacobs, president of the American Cotton Manufacturers Assn., declare that "if Congress does not soon end price and production control the black market will."

7. A demand by Rep. Fred L. Crawford, of Michigan, that OPA be ended at once. Crawford particularly attacked OPA orders forcing retailers to absorb increased costs of goods due to wage boosts.

"The union gets a wage increase. The manufacturers puts up his prices—but the OPA tells you retailers to absorb the raise. I don't think that is American," he shouted.

In his recommendations for labor laws, Ball declared that federal mediation machinery for peaceful settlement of labor disputes should be strengthened, and both management and unions should be required to use it. He further stated that Congress should "impose on unions legal responsibilities commensurate with their economic power."

The amended version of the Case bill recently approved by the Senate Education and Labor committee fails to meet these needs, he asserted.

"The bill does nothing to correct the situation brought about by the Supreme court interpretations of the Clayton and Norris-LaGuardia acts," he declared, "which, in practical effect, place union activities, however wrong or undesirable, above and beyond the law."

Gas Quality Hit By Reduction in Lead for Ethyl

WASHINGTON.—The 10 percent drop in lead allocations by Civilian Production administration during the second quarter of the year is a "blow to every motorist," William R. Boyd jr., president of American Petroleum Institute, said last week. Its effect will be to return American motorists to lower quality, wartime gasoline.

The ruling affects the amount of lead available for gasoline. While there is no reduction in the amount of lead for auto and other batteries, 66,000 tons as in the first quarter, this can be construed as a decrease because of the increasing demand for batteries.

Boyd said "It is futile to grant permission to oil companies to produce 80 octane gasoline without allocating sufficient Ethyl fluid with which to make it. Many passenger cars, buses and trucks which have been adjusted to the use of postwar motor fuels of higher quality will face readjustment to the poorer grades at a cost to the owners which in the aggregate is incalculable."

He predicted that unless the CPA order is modified by May 1 there will be a marked decrease in the efficiency of millions of vehicles.

Budd Adds Purdy, AMA Ex-Aide

DETROIT. — Announcement has been made by Budd Wheel Co. of the appointment to its Detroit staff of Richard T. Purdy, former manager of the Motor Truck division of the Automobile Manufacturers Assn. Purdy will be attached to Budd's Truck division on special assignments.

R. T. Purdy

During the war Purdy served as assistant to the managing director of the Automotive Council for War Production.

Clinton Motors, Ltd.

Incorporation of Clinton Motors, Ltd., Clinton, B. C., was announced last week.

Dutro Heads Dealers In Muskingum County

COLUMBUS, O.—Gene Dutro has been elected president of the Muskingum County Automobile Dealers Assn. S. L. Shepfer is vice-president and E. Royal Crawmer secretary-treasurer. Twenty-five dealers attended the meeting. Among the speakers was Walt R. Hamer of Columbus, state secretary.

GM Divisions Rolling . . .

NICHOLAS DREYSTADT, Cadillac general manager, drove the first 1946 car off assembly line following long strike. The ceremony was held Apr. 1 in Detroit.

FIRST OLDSMOBILE since end of the GM strike comes off the Lansing assembly line (Apr. 1).

AS PONTIAC prepared to resume production Apr. 1, H. J. Klingler, general manager of the division, called a luncheon meeting of Detroit-area dealers to acquaint them with future plans. Left to right are Ernest Grates, Sen. George Higgins, Bob Clark, Klingler, D. B. Whitfield, Pontiac zone manager, and W. McGuire. Pontiac will produce 10,000 cars during April, Klingler said.

Truman Invited to Address Golden Jubilee Meeting

DETROIT. — President Truman was invited last week to attend the Golden Jubilee of the Auto Industry here May 31-June 9 in a White House visit by William S. Knudsen, chairman of the automotive industry committee, and former U. S. Sen. Prentiss M. Brown, chairman of the civic committee.

The President, asked to address an open-air religious service sponsored by the Detroit Round Table of Catholics, Jews and Protestants Sunday, June 2, promised to try to attend.

Knudsen and Brown were presented to Truman by Federal Judge Frank A. Picard, of Detroit, following Sen. Arthur H. Vandenberg's introduction of the Michigan delegation to Congress.

The civic aspects of the jubilee include commemoration of the raising of the first United States flag over the Detroit area in 1796.

Plans are under way for cities throughout the nation to relate their historical legacies with the anniversary of the motor car throughout the remainder of the year. In some cities, the anniversary program will be simultaneous with the Detroit observance.

Other automotive manufacturing and retailing industries and national highway transport groups are joining the auto industry in organizing meetings for implementing in each community the national traffic safety program to be developed at the President's National Traffic Safety conference in Washington May 8-10. Support will also be extended the National Police Safety Check campaign that will follow the President's conference.

Leaders of the jubilee are stressing the fact that only community support can keep traffic fatalities and accidents at a minimum now that highway traffic is greater than ever despite the age and reduced number of motor vehicles.

William H. McGaughey, public relations director of Automobile Manufacturers Assn., has been appointed over-all publicity director for the jubilee. He will coordinate newspaper, magazine, radio and newsreel publicity for both the national celebration and civic events.

FIRST CHEVROLET TRUCK, since end of the long GM strike, rolls off assembly line at St. Louis (March 29). It's an interim model, with painted instead of chrome grille. Chrome will reappear soon, it's understood.

Truck-Fee Boost To Start April, '47, OK'd by N. J.

TRENTON. N. J.—An increase of approximately $500,000 annually in New Jersey truck registration fees is provided in a bill given final approval by the state legislature last week and sent for signature to Gov. Walter E. Edge, who advocated such action in his annual message.

Calling in its original form for $1,300,000 additional revenues, the bill was scaled down in the face of strong opposition led by the New Jersey Motor Truck Assn. It also was amended to take effect Apr. 1, 1947, instead of immediately.

After having earlier cleared the house by a margin of only a few votes, the bill was passed by the senate with only a bare majority despite pressure from Gov. Edge for enactment of the measure.

New Jersey law heretofore has called for a maximum fee of $99 for trucks weighing up to 30,000 pounds, but by regulation the state Motor Vehicle department has been charging an extra $5 per 1,000 pounds for vehicles weighing more than 30,000 pounds. The schedule provided in the new measure sets fees for trucks weighing up to 40,000 pounds, with a maximum of $204.

Passed by the house and awaiting senate action last week was a bill calling for a general study of motor truck and passenger car registration fees by the state commission on Tax Policy, with directions to report to the 1947 legislature.

Reo School Bus Wins 1st Postwar Safety Award

NEW YORK. — Renewal of annual safety trophy awards in recognition of outstanding achievements in the field of safety advancement was announced here last week by Alfred M. Best, president and publisher of *Safety Engineering Magazine*, a division of Alfred M. Best Co., Inc.

Recipient of the first postwar award for 1946 in motor vehicle design was named as Reo Motors, Inc. Basis of this year's award is Reo's recent introduction of a new safety school bus, that meets or exceeds all the highest safety standards of the various states, Best said.

Additional feature of the first safety engineering award of the year, Best pointed out, is a parallel honor citation of the National Education Assn., whose School Bus Standards subcommittee work for many years laid the basis of higher, more uniform safety requirements among the individual states and established the latest standards for acceptable pupil transport vehicles.

The award presentations will be made this Thursday during four-day sessions of the Institute of Traffic Engineers and the Greater New York Safety council.

Two similar prewar awards by the safety publication were made to Plymouth in 1940 and Hudson in 1941.

Eastbay Dealers Elect Jelton

OAKLAND, Calif.—Eastbay Motor Car Dealers' Assn. last week elected the following officers: Vad Jelton, president; Lloyd A. Wise, vice-president, and Karl T. Geoppert, treasurer.

"NASH PRODUCTION is on the upgrade and will gradually increase to peak production in June or July, depending upon availability of materials and supplies," H. C. Doss, general sales manager of Nash, told dealers on a tour of New England. The above photograph was taken in front of Nash of Providence, Providence, R. I. Left to right are P. R. Graves, head of Nash of Providence; Fred C. Sibley, Boston zone manager; Doss; H. C. Doss Jr., and Raymond Williams, district manager.

On her arduous 1933-34 tour, Katharine Cornell deliberately picked numerous out-of-the-way towns, many of which had not seen a play for 20 years. Throughout America, from Amarillo, Texas, to Boston, Massachusetts . . . from Tacoma, Washington, to Montgomery, Alabama, she played in Romeo and Juliet, Candida *and* The Barretts of Wimpole Street.

READING helped her *Revive* the dying AMERICAN THEATRE

1933! On Broadway the drama languished. Many theatres were dark. Outside of Broadway, except for a few Eastern cities, the theatre was dead. Critics and theatre managers gloomily agreed that people throughout America no longer cared for the drama. Broadway's heart was heavy.

Unmoved by the uneasiness about her, a famous young actress sat calmly in her dressing room . . . reading. She read the great plays of the masters. She read of the tours and triumphs of celebrated actors and actresses.

This reading—a lifelong habit—instilled in Katharine Cornell a deep conviction that the drama was not just for the few, but for *everybody*. "The theatre does not belong to Broadway, but to all America," she said.

Courageously, she set out to prove that the drama was still a vital, inspiring force. There was only one way to do it. She would go "on the road." Unhesitatingly, she broke a deep-rooted Broadway tradition by closing a phenomenally successful play. With the finest company she could assemble, she went on a nation-wide tour. William Lyons Phelps described her venture as *"almost missionary work."*

She played wherever she could get space—in auditoriums, gymnasiums, community halls. She opened theatres closed for twenty years. Musty, cobwebbed opera houses rang to the ardent speeches of Romeo and Juliet, Candida and the poets Browning.

"Miss Kitty" Cornell drew huge audiences. In Texas, people drove hundreds of miles to see her. In New Orleans, disappointed crowds almost rioted when turned away from packed houses. In Seattle, one thousand people waited until 1 A.M. for her weather-delayed train, then sat until four in the morning as she "carried on" for them.

To a half-million people scattered over seventeen thousand miles Katharine Cornell brought the privilege and enjoyment of great drama. When she returned in June, 1934, the road had been opened. For her service to her art and to the people she received a national award, presented at the White House.

Reading—Theatre for Millions

Just as the drama, carried to all America by Katharine Cornell, gripped thousands and thousands of people, so the drama of real life, presented in the pages of *The American Weekly*, holds millions of readers enthralled every week. This great magazine's editorial acuteness in dramatically presenting life's many scenes has made it an extraordinary influence in more than 8,000,000 homes from coast to coast.

The editorial eye of *The American Weekly* delves into yesterday, today, even tomorrow, for fascinating features about man's loves and hates . . . joys and sorrows . . . the sweet, the foolish, the tragic episodes of his existence. Here, too, are recorded the gains of art, literature, religion. Two recent articles—"Age Doesn't Matter," dealing with May-December marriages; and "Around the World in a Day," a preview of tomorrow's rocket luxury liners—indicate only slightly its all-embracing range of content.

The American Weekly, distributed through a group of great Sunday newspapers, directly influences the lives of the world's largest single reading group.

The manufacturer who associates his product or his company's name with such an influence is tying in with the most powerful known force in advertising.

THE AMERICAN WEEKLY

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Safety Drive Spurred

Conference's Publicity Group Studies Report Urging Swift Brake on Mounting Toll

NEW YORK. — Necessity for quick action to curb the rapidly mounting highway accident toll was emphasized in a preliminary report presented at a meeting here last week of the committee on public information of the President's Highway Safety conference.

The National Safety council's estimate of a 45 percent rise in the fatality rate during February over the same month last year was cited as illustrating the need for strict enforcement of traffic regulations. Hope was expressed that a nation-wide protective campaign would be well under way before the summer vacation season brings a huge influx of highway travel.

Headed by W. J. Scripps, radio director of the *Detroit News*, and composed of 22 members from throughout the country, the public information committee is one of eight committees dealing with various phases of highway safety which will submit final reports at the sessions called by President Truman in Washington May 8-10.

Plans for publicizing safety facts through the press, radio, magazines, motion pictures and advertising were offered by the public information committee in a preliminary report recommending:

"That public officials having jurisdiction over the several phases of highway safety take adequate steps wherever needed to make available to the public on a continuing basis all pertinent facts about highway safety, cooperating in this endeavor with the media of public information and interested supporting organizations.

"That the owners and management of magazines, newspapers and other publications; of motion-picture producing and distributing companies; of radio broadcasting stations and networks, and of poster display and other advertising media, pledge themselves in the public interest to full support of the highway safety program as recommended by this conference.

"That all groups of public-spirited men and women enlisted in the program of organized support for the objectives of this conference carry on to the full limit of their facilities appropriate activities that will get the story of traffic accident prevention before their members and the public and to cooperate with public officials."

During discussions of the committee's findings, Scripps said that "because of the critical traffic situation left as an aftermath of the war," a widespread program to safeguard thoroughfares was vital.

"Peacetime slaughter on the highways bids fair to exceed the death toll of wartime," warned Col. H. J. Hatcher, director of the Department of Motor Vehicles, Raleigh, N. C., who captured Franz von Papen, Nazi envoy to Turkey, in the Ruhr district of Germany.

Howard Benham, representing the American Red Cross, said the driver should be impressed with the need for vigilance.

"We must popularize individual responsibility to make us resent reckless driving," he asserted.

Enforcement of traffic rules heads the list of driving "musts," declared P. D. McLean, secretary of the National Highway Users conference, "for, if we are to hold down accidents, we must have enforcement."

Nationwide courses in safety, as a means of accelerating public support, were suggested by W. Graham Cole, assistant secretary of the Metropolitan Life Insurance Co. and chairman of the Street and Highway division of the Greater New York Safety council.

An appeal for spot information on accident data was made by John T. Gren, publicity director of the Automobile Club of New York, who said:

"Usually statistics are furnished too late to be of practical value, and the older the figures, the more useless they are."

Finance Probers Set Hearings in Phila., Pittsburgh

HARRISBURG, Pa. — (UTPS) — The state legislative committee investigating what Gov. Edward Martin has referred to as "sharp practice" in automobile financing announced last week it will hold public hearings next month in Philadelphia and Pittsburgh.

"Anyone who wants to be heard" may appear at open sessions, dates and places for which will be arranged later, Franklin Lichtenwalter, committee chairman, said.

National Automobile Underwriters Assn. representatives were heard at a closed session of the group last week concerning commissions given dealers.

"We have come to the conclusion that one of the contributors to whole business is the insurance kickback allowed by companies operating at 75 percent of their manual rates," Lichtenwalter said. "What we want to know is where the 25 percent commission goes."

He also disclosed that the committee has received new charts from the Philadelphia area finance companies indicating "considerable reduction of rates" for financing automobile purchases.

U.C. Dilemma

Portland Dealer Defends Against Editorial

PORTLAND, Ore. — "The used car dealer in general is fighting for his economic life. He stands between the public and the OPA, in a heavily competitive field, often unable to get merchandise to sell," Max Sagner, president, Portland Used Car Dealers Assn., replied last week to an editorial in the Portland *Oregonian*, deploring overcharges on used car sales.

The newspaper editorialized on $1,332 in over-charge refunds made here to 17 buyers during the four months ended March 1. "There is no price gouging by reputable and well-established automobile dealers," it states.

Sagner lists the problems of used car dealers, pointing out that "almost no individual with a used car to market will sell it at the price OPA allows." He also points out how OPA restrictions encourage black-market operations between individuals while legitimate dealers find their hands tied in abiding by standard established business practices.

FEDERAL TRUCK'S new heavy-duty Model 65M2 unit is expected to prove popular with big tonnage operators because of its unusual power and speed, it is said. It is equipped with a two-speed axle and is available in five wheelbase lengths ranging from 141 inches to 201 inches. Volume production of the new vehicle, which has a gross vehicle weight of 30,000 pounds and a gross train rating of 60,000 pounds, will get under way shortly at Federal's main plant in Detroit.

* * *

Federal Ready For Output of Largest Model

DETROIT.—Federal Truck will soon begin volume production of a new heavy-duty model truck designed to provide exceptional power, speed and operating economy for big tonnage over-the-road operators, T. R. Lippard, president, announced last week.

The new truck, to be identified as the Model 65M2, will be larger than any other unit now being built by Federal, and will increase the company's current line of commercial vehicles to 12 models with capacity ratings ranging from two tons up, Lippard said.

A gasoline engine developing 184 horsepower at 2600 revolutions per minute and 480 foot pounds torque at 1200 revolutions per minute, powers the new vehicle, which has a rating of 30,000 pounds as a truck and 60,000 pounds as a tractor-trailer combination.

Basic specifications include a two-speed double reduction rear axle, overdrive transmission, radius rod drive, long flexible springs and a shock resistant extra heavy duty frame. Five wheelbase lengths ranging from 141 inches to 201 inches will be available with conventional or sleeper cabs.

Federal engineers predicted the new Model 65M2 will prove popular with heavy-duty truck operators because of its ability to handle maximum legal loads on faster sustaining schedules with a minimum of effort on hills.

The steering control mechanism as well as the driver's comfort represents a marked improvement over prevailing heavy truck design, Lippard said. Steering geometry has been perfected to provide unusual steering ease eliminating undue driver fatigue, he added.

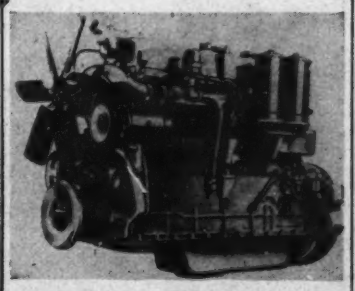
Power for the new vehicle is furnished by 6-cylinder Continental valve-in-head engine of 602-cubic-inch displacement. The engine is fitted with a rigid seven main bearing Tocco-hardened crankshaft of 3¼-inch diameter. It has twelve counterweights and is dynamically and statically balanced.

Full pressure lubrication over all working parts is maintained from a submerged gear pump, while oil temperatures are controlled by means of an inbuilt water-jacketed cooler.

Exhaust valves are constructed of corrosion-proof alloy steel with a roto attachment. All valves are fitted with double springs as well as alloy steel exhaust inserts.

Timken's newly developed S-300 series full floating double reduction two-speed rear axle is standard equipment on the new model.

While the basic Model 65M2 will be only available with a two-speed axle, company officials stated that they expect to produce six-wheel models of the same series later this year.



THIS SIX-CYLINDER valve-in-head gasoline engine will provide the power for Federal Truck's new heavy-duty Model 65M2. It has a 602 cubic inch displacement developing 184 horsepower at 2600 rpm and 480 foot pounds torque at 1200 rpm. Engineered to assure economical operation and dependable performance, this engine includes such mechanical features as a two-piece cylinder head and water-jacketed oil cooler, seven main bearing Tocco-hardened crankshaft, torsional vibration dampener and a full pressure lubrication system.

Feb. '46 Sales Total 1,503 in Detroit Area

DETROIT.—New car sales in the Detroit area during February totaled 1,503, compared with 79 in the same month a year ago, Detroit Automobile Dealers Assn. stated last week. The total new model sales for the first two months of the year is 3,167 against 171 in the corresponding period a year ago.

Commercial turnover was 443, bringing the two months' total to 927. In February last year, 102 new jobs were sold.

The turnover in used cars was 4,189, compared with 1,907 in February, 1945. So far this year, transactions in this category amount to 8,871.

February passenger sales by make are Chevrolet, 51; Chrysler, 47; De Soto, 45; Dodge, 106; Ford, 370; Hudson, 326; Lincoln-Zephyr, 45; Mercury, 112; Nash, 165; Oldsmobile, 1; Packard, 14; Plymouth, 134; Pontiac, 7; Studebaker, 80.

Commercial sales are Autocar, 1; Brockway, 5; Chevrolet, 3; Diamond T, 4; Divco, 9; Dodge, 130; Federal, 7; Ford, 133; Fruehauf, 1; GMC, 9; Hudson, 2; International, 59; Mack, 6; Plymouth, 1; Reo, 3; Studebaker, 4; White, 7; Willys, 53.

Ford

(Continued from Page 1)

to the 10,500 already employed at the 200-acre Highland Park plant.

The company's plans to double production of Ford and Mercury passenger cars, station wagons and Ford trucks in Detroit area plants prompted the decision to locate truck production at Highland Park and passenger car and station wagon production at the Rouge plant B building, Bricker explained.

Schedules in company branch assembly plants throughout the U. S. are not affected by the local move.

A new U-shaped truck assembly line is being installed at Highland Park. It will be 1,410 feet long and will have a daily capacity of 500 trucks, or slightly more than twice the capacity of the truck line currently in use at the Rouge plant.

The present B building truck line will be used for passenger car production. This will increase to three the number of lines employed for passenger cars at the Rouge, making B building the largest assembly unit now operated by Ford.

The present bus assembly line at the Rouge plant will be moved to Highland Park. This line is 540 feet long, with a capacity of 20 units daily.

Approximately 550,000 square feet, covering four floors in the six-story Highland Park structure, will be utilized for truck assembly operations. Assembly lines will be located on the first floor with fabrication, metal finishing, degreasing, phosphate treatment, painting and storage facilities on upper floors. Bus and truck operations will require more than three miles of conveyor line.

Temporary Tags Aid Pa. Buyers

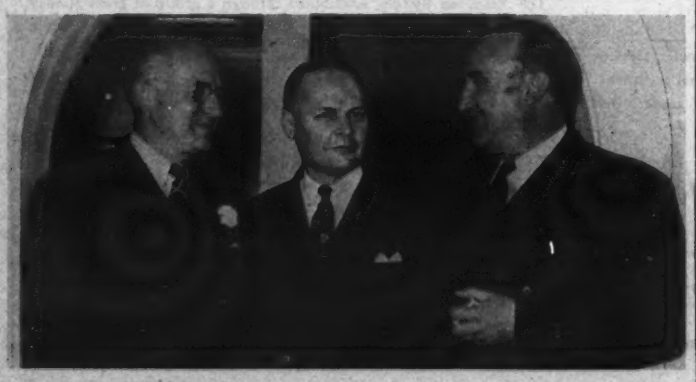
HARRISBURG, Pa.—(UTPS)—A new law, sponsored by the Pennsylvania Automotive Assn., authorizing immediate use of temporary tags whereby persons making their first purchase of an automobile will not be delayed in use of their car while waiting for permanent license plates, went into effect Apr. 1.

First-car purchasers previously had to wait for days, and even weeks, for a license plate permitting them to use their car while application was pending. Under the PAA-sponsored law passed by the 1945 session of the legislature, temporary cardboard tags are issued immediately, eliminating the necessity of purchasers to wait until the permanent plate arrived.

Columbia (Ore.) Dealers Form Association

ST. HELENS, Ore.—Motor car dealers and service men of St. Helens, Vernonia, Clatskanie, Ranier and other Columbia county towns last week formed the Columbia County Automobile Trade Assn. for collective effort in better trade conditions in that section.

At the March meeting, Jack A. Layley explained the buy-by-requisition program. The new association will encourage use of requisitions to keep discounts where they belong in the trade, it is said. Next meeting will be held in May.



LINK ANDERSON, Pontiac dealer of Santa Monica, Calif., and Al Steubing, Hollywood Ford dealer, talk with John Burke, Detroit manager for Hearst Advertising Service. Over 40 automobile dealers, newspapermen and automotive press agents were at luncheon. Left to right, Steubing, Burke and Anderson.

MANAGERS OF FORD'S five United States regions held a week-long session in Dearborn with J. R. Davis, director of sales and advertising, and other top company officials. Discussions concern present day problems of distribution and future planning of Ford, Mercury and Lincoln sales and service, Davis said. Also receiving attention are educational programs for the company's wholesale and retail field organization numbering more than 50,000 men, Davis disclosed. Shown above, in the Ford Rotunda lounge, are (left to right) A. S. Hatch, manager of Western region; W. K. Edmunds, manager of the Mid-Western region; Davis; T. W. Skinner, general manager of the Lincoln division; L. R. Groves, manager of the Southwestern region; C. J. Seyffer, manager of Eastern region; A. B. Pease, assistant director of sales, and C. R. Beacham, manager of the Southeastern region.

Tomorrow's Leaders are Training Today

THE sons and daughters of the American farmer . . . tomorrow's farmers . . . are training for their future as enthusiastically as any other youth in the land.

Children of Colossus of the Crossroads, these boys and girls are witnessing a revolution in farming. They don't harness their horsepower; they throw it into gear! They're planning for an even more efficient, and pleasurable, farm life.

The 4-H Clubs and "Future Farmers of America" are evidence of their ambition and enthusiasm. In their zeal to improve the nation's agriculture, they look to Country Gentleman and its complete coverage of farm news for ways and means.

Country Gentleman considers it a vital part of its program to report regularly on 4-H and FFA activities . . . to offer inspiration and incentive to farm youth . . . to slant many special features toward these youngsters, month after month.

Country Gentleman's attention to tomorrow's farmers, these younger members of the family, is another reason why this magazine is considered a "must" on America's *top-half* farms . . . the farms with over four-fifths of the national farm income.

Facts of Special Interest to the Automotive Industry:

"Farmers are desperate to drive home some new trucks and cars—maybe a billion dollars worth!"—Clinton Anderson.

The rural market accounts for 42% of all private cars and trucks in the U. S.

Automotive dealers, by almost 3 to 1, vote Country Gentleman the most effective magazine in selling their rural customers.

Farmers' incomes have doubled in the last five years!

For the last ten years automotive manufacturers have invested more advertising dollars per issue in Country Gentleman than in any other magazine but the "Post."

Country Gentleman

NATIONAL SPOKESMAN FOR AGRICULTURE

A CURTIS PUBLICATION

AUTOMOTIVE WASHINGTON

Surplus Speed Sought By Decentralizing

By William Ullman

WAR ASSETS administration is seeking to finish the bulk of its surplus disposal job by July 1, 1947—mainly by decentralization. Important steps already have been taken. Foremost among these is the granting of authority to regional directors to begin sales of up to $1 million without detailed Washington approval. The former limit was $25,000; it once was $2,500. Lt. Gen. E. B. Gregory, War Assets administrator, said "thousands of clearances, communications, referrals and similar administrative actions are eliminated at one blow."

Wm. Ullman

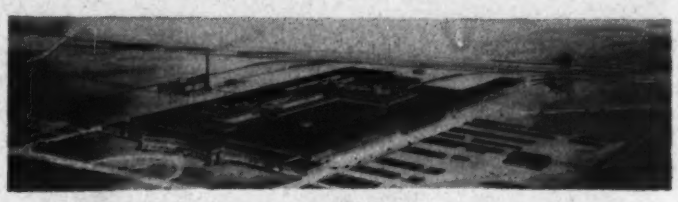
Other administrative changes put the bulk of paper work and responsibility at the regional level. The hope is that businessmen interested in surplus will be able to find out what is for sale at regional offices and be able to buy it there without Washington red tape.

There are indications that a greater effort will be made to get materials declared surplus in the first place. Gen. Gregory has the statutory authority to complain to Congress if agencies do not turn property loose as quickly as seems desirable.

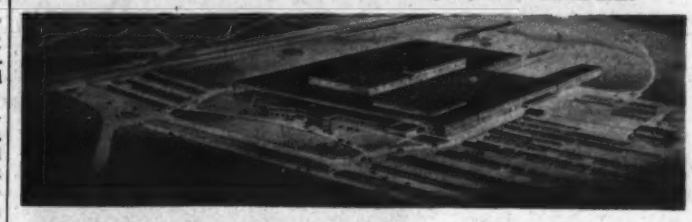
He says "surplus property has a direct meaning for reconversion and the currently short civilian market," adding:

"It would be disastrous to permit surpluses to hang over our heads for years to come."

For BOP Assemblies . . .



HERE IS the Wilmington (Del.) assembly plant for Buick, Oldsmobile and Pontiac divisions of General Motors. All three of the buildings were designed by Albert Kahn Associated Architects and Engineers, Inc. The Wilmington plant, slightly larger than those at Framingham, Mass., and Atlanta, Ga., will have a capacity of 50 cars an hour.



THE ATLANTA (Ga.) assembly plant for Buicks, Oldsmobiles and Pontiacs is shown above. All three plants are under construction.

The House Small Business committee wants the small business man to have top priority for surplus industrial equipment.

It points out that RFC can make use of its top priority position as a Federal agency to make purchases for resale to small businesses.

Such transactions are cumbersome and time-consuming, says the committee. Instead, the committee recommends the issuance of a regulation which would:

Require small orders to be filled first, have field offices certify small business priorities, screen small business requests for particular equipment in short supply.

The committee also recommends that all such equipment in short supply be declared surplus and made available to small plants, instead of allowing larger contractors in possession to purchase as many critically short items as they choose.

Small businesses are now getting surplus consumer goods under an arrangement similar to the one recommended for industrial equipment.

* * *

Common Sense Required In Building Restrictions

THE LONG-DISCUSSED order instituting restrictions on new building construction and repairs has been issued by the CPA and will be administered through 71 CPA offices in major cities.

Applications for permits to build houses or other residential structures should be made to FHA offices and not to CPA. CPA will handle non-residential only.

The order is drastic. Unless administered with efficiency and commonsense it can have serious effects upon the whole economy by cutting off industrial and commercial building needed to complete reconversion and to insure that the production facilities of the country can take care of the demands made upon them.

It is CPA's intention to set up an advisory committee in each of the 71 offices which will be composed of a representative from industry, one from commercial interests, one or two from the construction industry, one from the building trades, and one from the press.

Nominations for these committees will be made by CPA officials in charge of the district offices. These committees will be advisory only.

Decisions on applications for permits to build will be made by the CPA district official with an appeal to a review board in Washington. District CPA officials will be authorized to act on applications for all projects except the larger ones.

The order does not apply to building projects which have gone beyond the clearance and excavation stage and where work has actually begun on the foundation. Owners or contractors who have other work which has not reached this point should immediately apply to the district CPA for permission to continue and in the meantime they can continue, without violating the order, through the excavation stage, if they so elect.

* * *

Budget Reduction Coupled With 10% Tax Decrease

REP. HAROLD KNUTSON, Minnesota, has coupled a proposal for tax reduction with a cut in Federal expenditures. He introduced a bill calling for a 10 percent cut in Federal individual income taxes in 1947. It would not be made effective unless the budget is reduced by $5 billion.

The bill also would reduce the existing limitation on the national debt from $300 billion to $250 billion and provides for successive reductions. The resulting reduction is estimated at $1.4 billion annually.

Congressmen who believe tax reduction is necessary say that, after reconversion has been completed, it will be found that business generally, as well as individuals, must have some relief if the nation is to continue on a high level of production.

Meanwhile, the House Appropriations committee said tax collections should be about $1 billion more than expected this year as a result of a widespread campaign of the Bureau of Internal Revenue against tax evaders.

19 of the 20
makes of cars
embody essential parts
made by
BORG-WARNER

ENGINEERING
B-W
PRODUCTION

TRANSMISSIONS
TIMING CHAINS
OVERDRIVES
SYNCHRONIZERS
CLUTCHES
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DRIVE SHAFTS
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Executive Offices, Chicago. These units form Borg-Warner: BORG & BECK • BORG-WARNER INTERNATIONAL BORG-WARNER SERVICE PARTS • B-W SUPERCHARGERS, INC. • CALUMET STEEL • DETROIT GEAR • DETROIT VAPOR STOVE • INGERSOLL STEEL • LONG MANUFACTURING • MARBON • MARVEL-SCHEBLER CARBURETER • MECHANICS UNIVERSAL JOINT • MORSE CHAIN • NORGE • NORGE-HEAT • NORGE MACHINE PRODUCTS • PESCO PRODUCTS ROCKFORD CLUTCH • SPRING DIVISION • WARNER AUTOMOTIVE PARTS • WARNER GEAR

THE NEW YORK TIMES SUNDAY CIRCULATION HAS PASSED

1,000,000

Rising steadily under the pressure of the greatest reader-demand in its history, net paid circulation of The Sunday Times has passed the 1,000,000 mark—a new record.

Newsprint scarcity during the war cut deeply into The Times advertising and circulation volume. They had to give way to maintain the quality of The Times news columns. Now, as newsprint is less restricted, circulation has increased 150,000 over last year.

Weekdays too, The Times has advanced steadily in New York City, in suburbs and throughout the country. Daily net paid circulation now averages 575,000—a gain of 70,000 over last year and 135,000 over 1944.

Without comics or other extraneous appeals, The New York Times has grown solidly because it is recognized by thoughtful men and women everywhere as "America's Most Distinguished Newspaper."

The New York Times

"ALL THE NEWS THAT'S FIT TO PRINT"

Dealer Applies Incentive

Johnson Tells How He Injected Spark In His Organization

(EDITOR'S NOTE: *In view of the high interest in salesmen's compensation and incentive plans,* AUTOMOTIVE NEWS *invites other dealers to tell about the plans they have developed.*)

LONG BEACH, Calif. — A close student of the trend of the times, Leland C. Johnson, vice-president of Young Johnson Co. (Ford), believes that salesmen's compensation and incentive plans are more important now than ever before.

With that in mind, he has started a program which provides the spark of incentive in all departments of the Young Johnson dealership.

"These boys," he says, are virtually in business for themselves; are in fact, potential buyers of the business Mr. Young and I now own, and we are going to do everything we can to help them get into position where they can buy it when Mr. Young and I get ready to step aside."

On his return from 45 months of active duty with the Army, Johnson said he gave a great deal of thought to compensation and discussed it with many dealers.

Here is the plan he worked out for his salesmen: $200 a month base salary, $10 per new car, truck or commercial unit delivered, 10 percent commission on factory-furnished accessories, 10 percent of dealer's gross profit on truck bodies, axles, and heavy truck accessories, $5 to $10 on time-sales contracts on new or used cars, $5 to $25 on all used cars bought for the house, depending on value (not a new-car sale), and $10 on any used car turned in with the order for a new car future delivery.

Plans call for the dealership to furnish new-car demonstrators to the salesmen when they are available and necessary. To date, none have been furnished.

Of its staff of 18 before the war, Young-Johnson now has two, both of whom have had more than 10 years' experience selling Fords. Both are honest, straightforward salesmen whose deals rarely give the firm trouble.

Before the war one averaged $308 and the other $311 a month. Johnson set up the plan with the object of bringing their earnings up to $420 a month, consistent with the increased cost of living.

It has worked out like this: Salesman No. 1 earned $606 in December, $370 in January, $498 in February for an average of $491.

Salesman No. 2 earned $1,012, $513 and $624 for an average of $716.

Salesman No. 2, Johnson points out, has developed a better technique in buying used cars than the other man. It is something new to them to buy cars outright, without trade-ins, Johnson adds.

The dealership has extended the same incentive principle to the sales manager.

"We figure," Johnson said, that the salesmanager must be profit conscious for the entire operation.

"Our objection to a per-car incentive plan is that there is a contingent liability on each deal. We can conceive of an operation delivering 800 cars making more net on less dollar volume than another operation delivering 1,200 cars."

The plan for the salesmanager is based on a comprehensive study of the potential in new cars, used cars, an estimation of the effect of new-car production on the used-car market and on reconditioning as well as all other angles that could affect the net profit.

Young-Johnson's salesmanager is 39. He has been an employe for 20 years, first as an accountant and then 15 years as office manager.

"He has," Johnson said, "the ability to meet and greet people, he knows the community, knows credits and is known by the customers."

His plan starts with a base salary of $400 a month and then shares in the net profits, before owners' disbursement, set up on monthly estimated reserve and payable at the time of owners' disbursements. If the profit is below $10,000, he gets base salary only; $10,000 to $20,000, he receives $1,000. Then starting with $25,000, he gets 5 percent and with each additional increase of $5,000 he gets an added ½ percent up to $100,000, when he gets 10 percent, or $10,000.

"We have on our books at this time," Johnson said, covered on deposits on each order, a total backlog of $1,250,000 in new cars. Our used-car backlog is very substantial. Our parts and service department absorbs 100 percent or more of overhead, less incentive plan reserves. Our parts and shop are on similar plans, based, however, on each month's production."

The parts department bonus monthly is based on a minimum parts sales volume of $20,000 and the shop bonus is based on a minimum labor sales volume of $8,000. At or below these figures, base salaries and wages apply only. In the shop, the service manager, assistant service manager and two writeup men participate. In the parts department, the parts manager and all of the parts clerks participate.

"In our opinion," Johnson said, "this is the trend of the times and the way to build an organization which eliminates automatically having to continually sparkplug this department or that."

H. J. BRUNNIER (left), president of the American Automobile Assn., chats with A. W. Herrington, newly appointed chairman of the AAA's Contest Board, to fill the vacancy left by resignation of Capt. Eddie Rickenbacker who had held the post since 1927. Under Chairman Herrington's leadership, the Contest Board is preparing for the biggest racing season in many years and for a greatly expanded program of certified testing of automotive products.

Goodyear Sees Wide Uses for Pliofilm Fabric

AKRON.—Development of a new fabric claimed to be washable, waterproof, scarproof, and so tough that it can't be scratched with a knife, was announced last week by the Chemical Products division of Goodyear Tire & Rubber Co.

Wide uses are foreseen for it by C. P. Joslyn, manager of the division. These range, in his opinion, from seat coverings in passenger automobiles, buses, airplanes, railroad cars, motion picture theaters, to new styles in luggage and brief cases.

Behind the fabric is the creation of a new thread which is expected to compete in many fields with existing natural and synthetic fibers. The thread is made from pliofilm.

Heretofore, pliofilm has been produced only in the form of sheets or films. Goodyear has now developed a method of producing a pliofilm fiber which can be twisted into a thread and then woven into a fabric.

Five GIs Join Waters

Five veterans of World War II have joined the staff of James F. Waters, Inc., San Francisco De Soto-Plymouth distributor. They are John Cooney, Al Cantwell, Dick Ryan, Bill Waters and Dan Stafford.

Hazards come up fast on the highway.

They call for quick seeing. And quick seeing calls for clearer visibility.

Don't slow down seeing with faulty glass. For greater safety's sake specify quality safety *plate* glass—for windshields *and* windows.

BE ON
THE SAFER SIDE
with
L·O·F HI-TEST
SAFETY PLATE GLASS

This high-quality product is made of two panes of plate glass, ground and polished for maximum freedom from distortion and laminated with a sheet of clear, tough plastic. Libbey·Owens·Ford Glass Company, 6846 Nicholas Building, Toledo 3, Ohio.

WHEREVER VISION IS IMPORTANT
USE L·O·F *Polished Plate* GLASS

L O F LIBBEY·OWENS·FORD
a Great Name in GLASS

The Case Of His Majesty, The King

FOUR years of war wrought many changes in the petroleum industry. New products were developed and new merchandising programs were being considered. Inevitably the question arose among the oil companies: What, exactly, do our customers expect from the postwar service station?

A sales executive in a leading company discussed the problem with the Hearst Advertising Service man. How could they sample the thinking of millions of motorists from coast to coast? The whole industry, and the American Petroleum Institute itself, were looking for an answer.

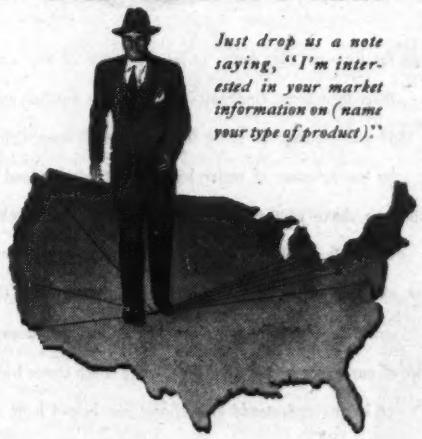
With newspapers in 10 great markets, located from coast to coast, at its beck and call, H-A-S went to work. Swiftly it got ready to put in motion the *newspaperman's* machinery for tapping the minds of millions.

A committee representing many major oil companies conferred with A.P.I. officials and H-A-S representatives. Together they evolved a questionnaire the answers to which would throw the bright light of day on a confused situation.

As a preliminary test, H-A-S newspapers in an east and west coast city sent out 4,000 and 5,000 questionnaires respectively. Thousands of motorists responded. Right royally they knew what they wanted.

The assembled information from both coasts was presented to the A.P.I. at a convention in Chicago. As a result similar studies were launched in the eight other H-A-S cities extending from one end of the country to the other.

CALL THE H-A-S MAN



Just drop us a note saying, "I'm interested in your market information on (name your type of product)."

H-A-S is proud to cooperate with the A.P.I. in rendering this service to another great American industry. It shows better than anything else could, the scope of the service that *newspapermen* can offer *saleswise* to farsighted executives in today's changing markets. Whether your problem be nation-wide, or confined to one of the great markets listed below, H-A-S stands ready to help. Call in the H-A-S man now.

HEARST ADVERTISING SERVICE

HERBERT W. BEYEA, Manager

959—8th Ave., New York 19, N. Y.—Offices in principal cities

Representing:

New York Journal-American • Pittsburgh Sun-Telegraph • Chicago Herald-American
Baltimore News-Post-American • Boston Record-American-Advertiser • Detroit Times • Albany Times-Union
San Francisco Examiner • Los Angeles Examiner • Seattle Post-Intelligencer

—Auto Advertising—

Training Plan Aids Vets and Life

By Bob Finlay

Life sends along some facts on its retail representative plan which show how an organization can help veterans and itself, too. More than 60 vets are now taking the training.

Life points out that young men applying for jobs in advertising and merchandising are faced with a vicious cycle — they need experience to get such jobs, need the jobs to get the experience.

At the same time, *Life* and other publications were faced with the necessity for a postwar re-evaluation of the retail business. Needed was new marketing information, new knowledge of dealer opinion, greater education of the dealer in the value of national advertising.

Men in the plan put in two weeks of intensive study at *Life's* New York office. Included in the curriculum are a one-hour slide show on advertising and retailing, study of books on marketing, Ben Duffy's "Advertising Media," Kleppner's "Advertising Procedure," Mark O'Deo's "Advertising As A Career." Trainees sit in on discussions and lectures by many Time, Inc. executives, get exposed to production, editorial, circulation and advertising procedure. After tests on subjects covered, men are briefed on their merchandising field work, trained under the watchful eye of a merchandising department trainer.

When trainees are considered ready for dealer calls, they are assigned a territory, go to work, report to a zone manager for reference and further orders.

Weekly meetings with zone managers or specialists from the home office feed new ideas to the men, assure progressive training. Recently trainees put in a two-day refresher course in New York, had the opportunity to tell as well as learn, passed on many valuable retailing facts to *Life's* merchandising department.

Marketing Chart

"A Basic Marketing Chart of the United States," (fifth annual edition) a compilation of data designed to facilitate analysis of business conditions and trends, has been released by A. Edwin Fein, general manager, Research Co. of America, New York 17. All data have been prepared for each state and geographic area.

The chart reveals that between 1940 and 1944 the greatest loss in population was sustained by the West North Central division, with a drop of 7.9 percent, while the Pacific Coast division showed the greatest gain with 23.5 percent.

Record

The Record Newspapers of Troy, N. Y., celebrated their fiftieth anniversary last week. David B. Plum, now president and publisher, entered the office of the *Morning Record* in 1897. Closely associated with Plum through many years has been Frank L. York, now treasurer and general manager. York joined the newspaper staff on Apr. 27, 1903.

Times

Monroe Green, new advertising manager of the *New York Times*, points out that the Sunday circulation has topped the million mark.

Polk's Piece

Advertising in the 103rd edition of *Polk's Bankers Encyclopedia*, published by R. L. Polk & Co., Detroit, has shown a substantial increase, the March semi-annual edition having a total of 3,279 advertisers, or 348 more than a year ago, it was reported last week.

The edition had 2,900 pages, 89 more than any previous edition. A definite trend toward use of larger space by banking institutions was noted, previous advertisers in several hundred cases increasing their space.

Mopsy

The Mopsy series of ads which Belden Mfg. Co., Chicago, is featuring in automotive trade papers, is reported to be getting the attention it was created for—and then some. From Dallas comes the report that a man walked into a telephone pole while looking at a Mopsy poster in the window of the Motor Parts Depot.

Radbill Campaign

Radbill Oil Co., with headquarters in Philadelphia, producers of Penn-Rad 100 percent pure Pennsylvania motor oil, and pioneers in the packaging of motor oil sold through general retail outlets, have released a large newspaper campaign covering 30 markets. The advertising is handled by J. M. Korn & Co., Philadelphia.

Solid

An advertisement in three dimensions, first of its type to be erected in a Detroit railroad station, has been installed in Detroit's Michigan Central Terminal. The new display advertises U. S. Royal tires, a product of the United States Rubber Co. The sign, made by the McArthur Advertising Co. of New York, is the first of several for different advertisers to be installed in the station.

Patent Digest

Scientific Development Corp., New York, plans to bring out in May a weekly digest, *Public Domain*, containing more than 1,000 patents due to expire four weeks after the date of issue. The patents then will be in public domain, open to exploitation by anyone.

Names

Jean H. DuBuque has been appointed advertising and public relations director of Lear, Inc., Grand Rapids, Mich., to have complete charge of all of the company's advertising, which includes aviation and mechanical products as well as the home radio division. Du Buque comes to Lear from his post as assistant to the sales manager of the Beech Aircraft Corp.

J. H. DuBuque

J. G. Bumberg has been named advertising and sales promotion manager of Vanderbilt and Fordham Tire companies., Bronx, N. Y.

Charles H. Gale Associates, Inc., NewYork, is now public relations counsel for Piper Aircraft Corp. **William D. Strohmeier,** veteran pilot, well-known aviation writer and formerly sales promotion manager for Piper before the war, is the account executive.

Sheldon M. Fisher, for a number of years connected with the sales promotion and advertising department of U. S. Tires in various capacities, has joined the New York staff of Campbell-Ewald Co., Inc., according to W. D. Baldwin, sales manager of the U. S. Tires division, United States Rubber Co. Fisher will be a consultant on the U. S. Tires account for the agency in connection with distributor and dealer activities.

L. E. (Dusty) Miller, formerly assistant advertising manager of Colgate-Palmolive-Peet, has joined the Eastern sales staff of Metropolitan Group Gravure.

Cincinnati slams out a Four-Baqqer

◀ Cincinnati Times-Star Building

Cincinnati is one of the nation's 15 leading industrial areas; leads the world in the production of soap; is the machine tool center of the world and the bituminous coal center of the nation.

From the first cry "Play ball!" to the last bottle of pop, Cincinnatians cheer their Reds. Cincinnati's reputation for baseball-mindedness began in 1869 with organization of the first pro baseball team, followed since by the inception of major league night baseball and A. B. "Happy" Chandler's choice of the Queen City as baseball headquarters of the world. During the five war years the number of enthusiastically loyal fans who swarmed into Crosley Field each year represented 58% of the entire Greater Cincinnati population . . . the highest per capita attendance of any major league city. The security which comes from stability of income and steady employment has helped build the loyalty and enthusiasm with which Greater Cincinnati boosts the Reds . . . this same loyal enthusiasm is the mark of a good market and a vital consideration for those whose advertising must produce sales.

CINCINNATI TIMES-STAR First ★ . . . IN ADVERTISING AND DAILY CIRCULATION

Owners and operators of Radio Station WKRC

HULBERT TAFT, President and Editor-in-Chief

TIMES-STAR ADVERTISING OFFICES:
NEW YORK 17, N.Y.
60 East 42nd Street
Albert H. Parker, Mgr.
CHICAGO 1, ILLINOIS
333 North Michigan Ave.
Fred D. Burns, Mgr.
WEST COAST REPRESENTATIVE:
John E. Lutz, Chicago 11
435 North Michigan Ave.

They're MEN! They're Home-Owners! They Read It Every Month!

THE Elks MAGAZINE

'Like the Modern Auto'. . .

Simplify Air Design, SAE Meeting Urged

NEW YORK. —The design of privately owned and operated aircraft should incorporate the operational simplicity of the modern automobile, J. M. Gwinn jr., of Consolidated-Vultee, told the national aeronautic meeting of the Society of Automotive Engineers here Apr. 4-6.

"Let us cease trying to mold people to fit the airplane," Gwinn declared. "Let us fit the airplane to people as they are."

Other highlights of the three-day meeting:

1. A report on the development of small airplane engines which produce great power at low cost.

2. A prediction of future commercial production of economical and corrosion-proof magnesium castings.

3. Announcement of plans to provide "feeder" air service between smaller cities and the truck airlines airports.

4. Reports of how lessons learned during the war can guide peacetime design and production.

5. Presentation of the SAE Wright Brothers medal of 1945 to Capt. Myron Tribus, who helped solve the aircraft de-icing problem.

Gwinn proposed that the privately-owned plane be equipped with tricycle landing gear and automatic flap, be stallproof and spinproof, have a 50-mile-an-hour minimum flying speed with complete control and engine cooling, and otherwise incorporate design features, control arrangements and simplications.

"The operation of this airplane," he explained, "will use the conditioned reflexes of an automobile driver to the maximum possible extent. On the ground it will control with exactly the same motions as an automobile—steer by a steering wheel, brake by a single pedal, and speed up and slow down by throttle action, preferably actuated by a foot accelerator. In taking off, the airplane will gain speed on the ground using the same technique as driving a car."

Gwinn recommended the development of a two-control plane, which he said would be cheaper than conventional aircraft. Such a plane, he added, would eliminate need for coordination and depth perception, as well as for nose-down contacts with the ground, and would reduce minimum cruising and landing speeds as well as temptation to be careless.

Resistance to progress toward operational simplicity, which he held to be the proper objective, was said by Gwinn to come largely from the traditions of heroism in aviation and of precision in flight maneuvers, plus the antipathy of distributors who hope to profit from charter services and training operations.

Two-cycle opposed-piston engines were said to represent improvement over prototypes developed during the war for use in radio-controlled "target planes." The meeting was told by John L. Ryde, John W. Oehrli and V. J. Jandasek, all of McCulloch Aviation, Inc., Los Angeles, that these engines fill the need for powerplants of low initial and operating costs.

Ryde described a new four-cylinder, horizontal-opposed, crankcase-scavenging two-cycle engine producing more than 60 horsepower, weighing only 73 pounds, and occupying space 24 inches wide and 26½ inches long.

Production and sales costs could be low, he declared, and servicing expenses minimized by simplicity and accessibility. He expressed the opinion that certain current operating difficulties could be overcome by application of a fuel injection system and separate lubrication.

The speakers explained that, on the basis of successful experience with a single-cylinder test engine, it is proposed to develop a three-cylinder aircooled powerplant producing approximately 100 horsepower, weighing about 150 pounds and occupying space of 21 by 32 inches. They declared that only one wrench would be needed to assemble the entire engine, except for the spark plugs.

Future commercial production of magnesium castings which are economical and corrosion-resistant was prophesied by J. C. DeHaven, of Battelle Memorial Institute, Columbus, O. Zinc-containing alloys make the castings resistant even to salt water, he reported, while their lightness and strength adapt them to aircraft construction uses.

James G. Ray, of Southwest Airways Co., Beverly Hills, Calif., said that acceptance of flying by the general public indicates that a considerable number of smaller cities and towns will generate enough traffic to support "feeder" service and at least three manufacturers now are designing planes especially for "feeder" operations.

Capt. Tribus received the Wright Brothers Medal at a banquet closing the meeting.

He was honored for his contributions to the solution of the aircraft de-icing problem in the form of a technical paper, "Report on the Development and Application of Heated Wings," prepared while he was assigned to the Air Technical Service command, Wright Field, O. The paper originally was presented at the SAE war engineering annual meeting at Detroit, in January, 1945.

Presentation was made by George A. Page, jr., of Curtiss-Wright Corp., Buffalo, as chairman of the Wright Brothers medal board of award and SAE vice-president representing the SAE Aircraft Engineering activity.

LONG BANNED from the Bermuda scene by law, motor cars and trucks have made their appearance on the roads of the picturesque vacation spot for the first time in the island's history. A disagreement between the upper and low houses of the legislature, after the act against private use of motor cars expired allowed time for natives to import the motor vehicles. On Front St., Hamilton, before the Bank of Butterfield, are a new Standard and a big Dodge truck. The truck which was brought in during the war, will probably be outlawed because it is too large for the resort's narrow streets.—(Acme Photo)

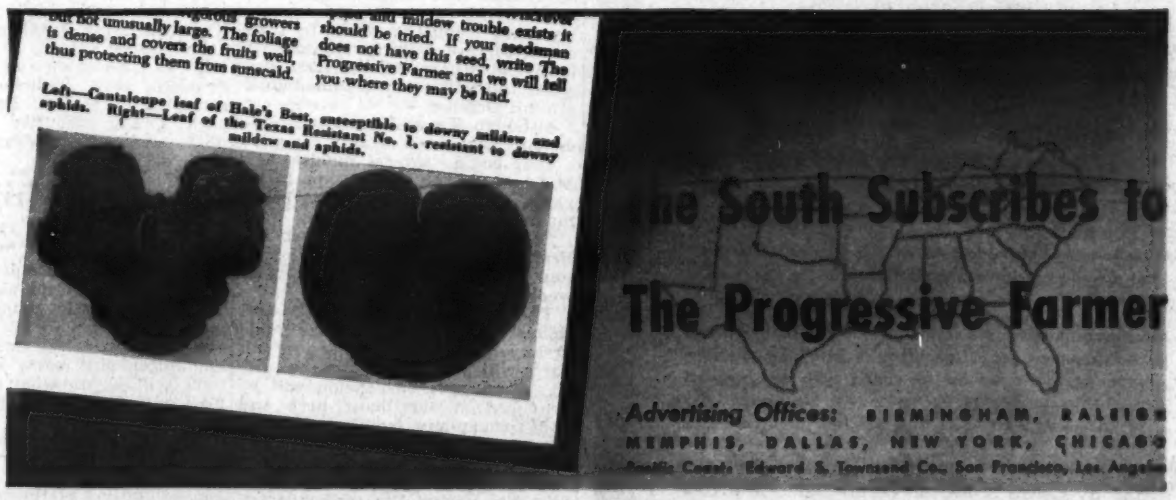
"If your seedsman does not have this seed, write The Progressive Farmer and we will tell you where they may be had."—This sentence ended a short article describing a new variety of cantaloupe seed developed by the Texas Experiment Station.

This article appeared in the February, 1946, issue of only one edition of The Progressive Farmer—the Texas Edition, which represents only about one-fifth of The Progressive Farmer's total South-wide circulation.

By February 10th, more than $40,000 worth of cantaloupe seed had been sold to subscribers to the Texas Edition of The Progressive Farmer, as a result of queries received in response to this one short article.

The prosperous farm families of the South will respond to your advertising in The Progressive Farmer, just as they respond to the many editorial features and services offered on the pages of their favorite magazine each month.

More Southerners subscribe to The Progressive Farmer than to any other publication which carries your advertising.



FOB FACTORY

Big Output Period Finally Launched

By A. H. Allen

BY ALL PORTENTS, the automotive industry is finally launched into the greatest productive period it has ever known, the key to the situation being the ability of parts and materials sources to keep step. It is possible to draw erroneous conclusions from the temporary interruption at Ford, occasioned by the steel float dropping below the minimum level, probably as a result of schedules being pushed too fast in relation to incoming materials shipments. This should be corrected in a week.

There will be other instances of this sort, but in one sense they are encouraging because they reflect the intense drive of the industry to move up assembly rates. These projected schedules would not be established if the planners did not think they had the supplies in sight to meet them. Over-optimism on this score is all to the good.

A. H. Allen

It must be kept in mind the industry is emerging from a period of intense confusion, much of it springing of course from divergent and confused policies in Washington. In spite of these obstacles, many of which still remain, the automobile builders are steadily but surely slashing their way to a high production plateau. If they make it, the gamble will have been well worth the effort. Odds against them are diminishing daily.

* * *

What About 1981?

LOOKING at the 35-year-old models of Oldsmobiles, Buicks and Oaklands on display in the General Motors building, Detroit, one cannot help wonder whether 1946 models will appear equally antiquated by 1981. It may be logical to expect obsolescence will continue over the next four decades, but probably it will be at a continually slower pace, for the reason that in 1910 the automobile industry was a newborn babe and the horse-and-buggy era was still in full swing.

Now the industry has attained adulthood and in 35 more years will be still either an adult or a senile old man. The change from childhood to adulthood is far more striking. Granted the metaphor may be a bit strained, there are yet many curious resemblances between human life spans and the life of an industry. The whipsocket on the early automobile may ultimately see its counterpart in the rearview mirror on an airplane of tomorrow.

* * *

Rustproofing

INDICATIVE of increasing attention being paid by manufacturers to rustproofing of exposed sheet metal parts on automobiles, a need brought forcibly to their attention by wartime disintegration of overage cars, is the installation of equipment for phosphate treatment of all sheet metal body parts on Ford and Mercury models, instead of just fenders and wheels as was formerly the practice.

If not now, it soon will be universal practice to apply this phosphate etch to all sheet metal before painting. Before long there should also be some improvement in lacquers and enamels applied to bodies. Too many finishes on 1941 and earlier models have "bleached" out or weathered through, particularly the maroon shades.

* * *

Gag

ONE OF our New York operatives passes along the comment that along Broadway the gagsters are saying: "Truman fiddles while Byrnes roams."

Mosie's Motor

Small Engine Is Said To Burn Anything

SPRINGFIELD, O. — After 27 years of study and experimentation "Mosie's Motor," originated by John D. Mosie, proprietor of Mosie Auto Center, 1650 E. Main St., is "almost ready for the production line," he said last week. Mosie says it can be operated on anything combustible, such as gasoline or coal oil, as well as electricity.

The motor is a 100 hp engine with eight cylinders. It measures 18 inches long, 10 inches wide and 12 high. Having no crankshaft, it runs on a rotor supported by bearings. Mosie says that he is confident that the engine will change the present setup of automobiles because it is much smaller in size but not in power.

He plans to allow various manufacturers to make the motor but will give Springfield firms the first opportunity, he said. It can be used in anything that requires a motor, Mosie claims.

CANDA QUIZ

Capitol Motors Building, Indianapolis, Ind.
Paul C. Mason, General Mgr.

Question: As "the oldest automobile dealer in America" what do you specify in upholstery fabrics on new cars — and why?

Mr. Mason says: "We've learned a lot about cars and what makes them good. Upholstery, for one thing. So when we specify fabric we ask for canda cloth one hundred per cent. Its long-lived beauty, extra wear and easy cleaning mean a lot to us, in either new or used cars."

CANDA CLOTH—STYLISH—CLEANS EASY—WEARS WELL
Made by Collins & Aikman Corporation, New York

Special Color Effects . .

SPECTACULAR STUNT. Ralph Rodgers, of Rodgers Pontiac, Dayton, O., is using a combination of fluorescent paint and black light, developed by John H. Pfanner, lighting engineer of the Dayton Power & Light Co., to add impetus to his showing of the 1946 Pontiac. Above is how the car, painted a special fluorescent red, appears when other lights are on in the showroom. Below is how the same car looks when all lights have been extinguished and a special "black" light spot is turned on. The car's red then becomes orange, while the chrome looks black and the tires green—a spectacular display at night. Rodgers says he will rent the car to other Pontiac dealers as soon as he's finished with it in a week or two.

Frazer Goal: 100 in April Rising to 8,000 in July

By George Deery
Staff Writer

WILLOW RUN.—While tooling requirements will delay Kaiser production until July, when it is hoped to have display models for dealers coming off the line, Graham-Paige has made definite projections that call for 100 Frazers in April, 500 in May, 2,500 in June and 8,000 in July, Joseph W. Frazer, president, said last week.

While these latest figures appear small in comparison with earlier predictions, it should be pointed out that the obstacles have been terrific.

Just for the record, however, here are some earlier forecasts:

About Nov. 1 Frazer said output of Frazer cars would be "well under way within a few months." Kaisers would, he said, at that time, follow about four to six weeks later. Less than three weeks later, he asserted, the company's assembly lines would be ready to turn out 1,500 cars daily by summer. It is indicated now that the 1,500 cars a day rate will not be attained until around October.

Although Kaiser-Frazer was evidencing some interest in a car with a rear engine several months ago and has one job of this type in its plant, no further moves are being made in this direction now.

"We don't want to market it," Frazer told newspapermen on a tour of the company's plant last week.

The firm will have enough steel to last into August and has made arrangements with supliers for all parts which it will require, he said. The torsionetic suspension will be produced at the plant here and body stampings from an outside source will be finished here.

Production of the Kaiser and Frazer will be approximately 147,000 cars during the remainder of the year, Frazer estimated. While granting that there probably are duplicates in the company's backlog, he said that dealers have orders for 275,068 Frazers and 247,472 Kaisers. Many of the dealers are asking substantial deposits. One, he reported, has $68,00 deposited on orders for future delivery.

Graham-Paige has started assembly line production of the Rototiller at the Willow Run plant and plans a production of 2,500 a month in the first full month's operation.

Tenn. Dealers Set Conclave in Sept.

NASHVILLE.—Tennessee Automobile Dealers Assn. announced last week that it plans to hold its 1946 convention at Lookout Mountain hotel, Chattanooga, Sept. 11-13.

The following regional dinner meetings have been tentatively scheduled: Johnson City, May 1; Knoxville, May 2; Memphis, May 6; Jackson, May 7; Nashville, May 8; Chattanooga, May 9. Speakers will include a representative of NADA; David Whelchel, TAPA executive vice-president, and past president, Charlie Rolf jr.

Plastics Exhibit Set for Apr. 22

NEW YORK.—Hundreds of new plastic products and plastic parts, ranging from the latest developments in fabrics to the most modern in electrical devices, airplane and automobile parts and factory tools will be unveiled at the first National Plastics exposition in Grand Central Palace, New York, Apr. 22-27, it was announced last week.

On the first three days, only representatives of the trade will be admitted, but the general public may view the exhibits beginning Thursday, Apr. 25.

Quinlevan, Walsh, Named to Zones By Packard

DETROIT. — Appointment of R. C. Quinlevan and A. L. Walsh as Packard zone managers in Detroit and Milwaukee was announced last week.

Walsh, named Milwaukee zone manager of the Wisconsin division of Packard Motor Car of Chicago, succeeds Quinlevan, who takes over the Detroit zone following resignation of Henry Whiting to accept a Packard dealership in Grosse Pointe.

Quinlevan joined Packard Motor Car of Chicago in Evanston as a salesman in 1924. Because of an

R. C. Quinlevan

A. L. Walsh

outstanding sales record he was made Hubbard Woods branch manager in 1927, and later Evanston branch manager.

In 1938, when Milwaukee became a separate zone handling both wholesale and retail automobiles, Quinlevan was named manager, the position he held until his recent transfer to Detroit.

Walsh has been affiliated with and has served in virtually all merchandising capacities.

He was fleet division manager with Packard in Chicago from 1936 until 1938, when he became Milwaukee used car manager. Prior to his new position as zone manager, he was used car manager, wholesale manager and assistant zone manager.

Oltman-O'Neill, New Body Firm, Starts Producing

DETROIT. — Formation of the Oltman-O'Neill Co. was announced here last week simultaneously with the start of production of the new firm's all-purpose "Cargo-Tested" universal truck bodies.

L. M. Oltman is president of Oltman-O'Neill. He is a former sales executive of the Dodge Truck division of Chrysler Corp.

"Now for the first time the detailed design and engineering requirements of hundreds of thousands of truck owners have been combined in an all-purpose universal truck body that can be mass-produced as efficiently as the trucks themselves," Oltman said.

The new-type bodies are all closed van-type bodies with spring tension double doors that open full-width for loading any kind of cargo from produce to package freight, he added. They are of all-steel, all-welded construction, built of high tensile strength steel throughout to make them capable of withstanding great stresses and strains.

"Among the new design characteristics of 'Cargo-Tested' bodies are these outstanding features: a welded, grid-type rigid frame construction; modern rust-proofing throughout; smooth sides for great beauty, and a roof and sides of hot-rolled sheet steel that takes paint readily for permanent neat appearance," Oltman said.

Distribution of the "Cargo-Tested" bodies will be handled nationally only through recognized truck dealers, and at standard dealer discounts, according to the announcement.

Oltman-O'Neill Co.'s officers, besides Oltman, are J. V. O'Neill, vice-president in charge of production, and P. J. O'Neill, secretary-treasurer. J. V. O'Neill formerly was vice-president of Technical Marine Maintenance Co., New York.

"We finally located these parts although it took 3 ads several months apart. We believe in being persistent." Parsons Auto Reconstruction Shop, 45 North Franklin St., Washington, Pa.

On Wall Street . . .

Chance for Profits Seen In OPA 'Realism'

By Dana Stuart
Staff Correspondent

NEW YORK.—The financial district is coming around to the view that American industry is going to have an opportunity to make a profit while filling the unprecedented demand for consumer goods. Wall Street believes the efforts of a sizable body of bureaucrats in Washington to use price control as a means of controlling profits are destined to failure.

This does not mean financial people believe the OPA is going to be thrown out of the window, but they do believe its policies are becoming more realistic.

And they have more confidence that if the policies don't improve, Congress will take a firmer hand. There are signs already that many members of Congress are dissatisfied with some OPA policies, as evidenced by the hearings on the bill to extend the agency for a year.

There are indications, however, that the stock market already may have discounted all or most of the encouragement to be gained from the trend toward a more sane price policy. For instance, the stocks that go to make up the Dow-Jones industrial average are selling at around 20 times the annual per share earnings. This is the price-earning ratio that existed at the top of the market in 1929 and again at the top in 1937.

From this point on, however, it is possible, of course, for earnings to rise sharply, as reconversion is completed. Thus, stock prices could continue to rise without increasing the ratio of price to earnings. The ratio could be reduced if earnings rose fast enough.

But, all in all, there is a tendency in Wall Street to look for support for the bull market from other sources than earnings. It has been known for a long time that earnings should rise sharply once reconversion was completed — provided manufacturers were permitted to charge fair prices for their goods.

In search for support from other sources, the Street is showing a tendency to turn to the elections of next fall. There is less interest than usual, perhaps, in party labels. There is more interest in the tendency of party members, particularly the Democrats, to split into radical and conservative or conservative-liberal groups.

Generally speaking, financial quarters find encouragement in the fact that there is little tendency among Republicans to split on domestic issues, where the split is most noticeable among the Democrats. The stock market no doubt before long will begin to reflect the views of the financial world on the outcome of the November elections.

Stock Price Averages

	Latest Week	Preced'g Week	Year Ago
10 cars and trucks	44.40	44.90	35.85
10 parts, acces. ..	43.70	44.90	32.70
5 tires, rubber ..	70.40	68.80	50.10
25 automobiles ...	49.32	49.68	34.64

FINANCIAL

Hudson to Offer New Stock Issue To Shareholders

DETROIT.—At a meeting of directors of Hudson Motor Car Co. held last week, a resolution was adopted authorizing the officers of the company to proceed with the preparation of a registration statement and necessary listing applications to provide for an offering to the shareholders of saleable rights to subscribe to additional shares on the basis of one share for each seven shares held by the shareholders. The price and the record date for allotting the rights is to be determined by the board of directors shortly prior to the offering date.

The company states that while it has adequate working capital for normal times and conditions, yet in view of production uncertainties and to be prepared for a possible increase in the present capacity of the plants, it is deemed prudent to sell certain shares and to use the proceeds thereof to augment the working capital of the company.

* * *

Libbey-Owens-Ford Net Drops to $1.28 a Share

TOLEDO. — Consolidated net income of Libbey-Owens-Ford and subsidiary for 1945 was $3,165,948 after provision for federal taxes, depreciation and reserves, equal to $1.24 a share on the 2,554,296 shares outstanding. This compares with net income of $7,350,018, or $2.88 a share, in 1944.

Sales for the year aggregated $61,381,868, according to John D. Biggers, president.

"At the close of 1945, the sum of $13,458,257 was appropriated for allocation to current construction projects or those planned in the near future."

* * *

Motorette Holders OK Plan to Raise $200,000

Stockholders of Motorette Corp. have approved a recapitalization plan to raise $200,000 in additional funds for the expansion of the plant in Buffalo.

Reporting on the progress in production of the Motorette three-wheel vehicle, President Stephen C. Bucholtz said that the company started operating at a profit in February and that prospects for a dividend on the common stock at the end of the year "are very good."

* * *

Midland Steel Net Off

Midland Steel Products Co., Cleveland, reported 1945 net income after all charges, including federal income and excess profits taxes, of $1,719,775, or $3.61 a common share, as compared with 1944 net income of $1,722,448, or $3.62 per share, according to the annual report by E. J. Kulas, president. Sales were 15 percent under those for 1944.

Steel Price 5% Over '37 Wages Increase 70%

WASHINGTON. — Steel prices last week were only 5 percent above the level of 1937, even after the advance of $5 per ton authorized in February by the Office of War Mobilization and Reconversion, according to the American Iron and Steel Institute. During the years between 1937 and 1946, average base prices for steel were consistently below 1937, despite wartime increases in steelmaking costs, it was stated.

Hourly wages of steelworkers, recently raised 18½ cents, now are more than 70 percent above 1937, an increase nearly 14 times as great as the rise in steel prices during the period.

Hanshaw Chartered

Hanshaw Motor Sales, Inc., Charleston, W. Va., has been chartered with authorized capital of $24,000, of which $6,200 is paid in. Principals are **W. W. Hanshaw sr.**, of Charleston; **Woodrow W. Hanshaw** and **W. Hanshaw**, of South Charleston.

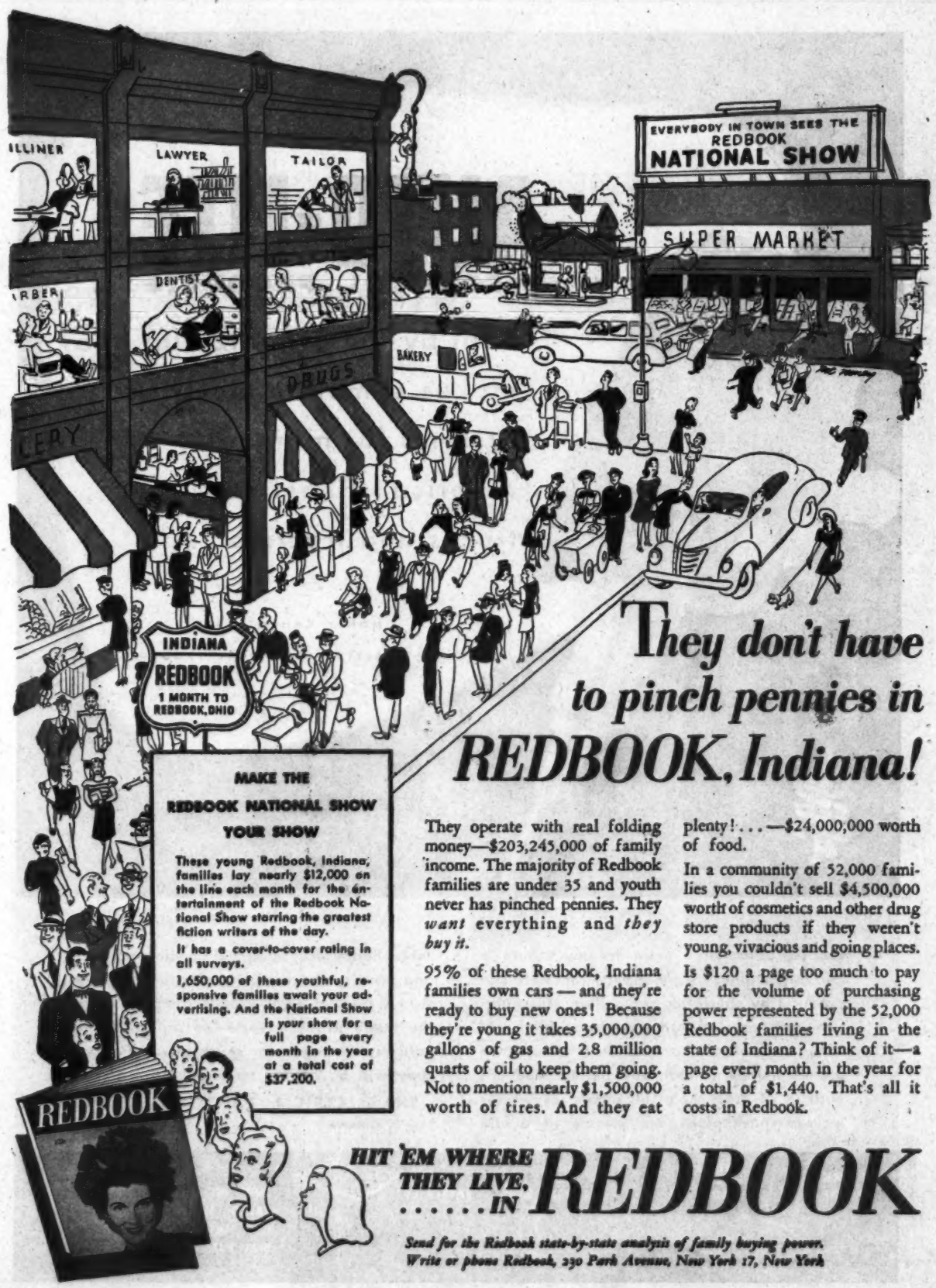
GM to Ignore 'Superseniority' In Vet Rehiring

DETROIT. — Pending a decision by the U. S. Supreme court, General Motors has ordered its plants to disregard so-called "superseniority" in the rehiring of war veterans.

Plant managers have been instructed to reinstate veterans on the seniority basis provided in the union contract. The corporation will ignore the rulings of Selective Service officials to the effect that a veteran is entitled to his old job regardless of the seniority of the worker who held it during the veteran's absence.

The Supreme court last week declared that it will issue a ruling on the dispute. An Appeals court in New York has decided against the principle of "superseniority," while four District courts have split, 2 to 2, on the issue.

By its action GM becomes the first auto manufacturer openly to take steps against "superseniority."



They don't have to pinch pennies in REDBOOK, Indiana!

They operate with real folding money—$203,245,000 of family income. The majority of Redbook families are under 35 and youth never has pinched pennies. They *want* everything and *they buy it.*

95% of these Redbook, Indiana families own cars — and they're ready to buy new ones! Because they're young it takes 35,000,000 gallons of gas and 2.8 million quarts of oil to keep them going. Not to mention nearly $1,500,000 worth of tires. And they eat plenty! . . . —$24,000,000 worth of food.

In a community of 52,000 families you couldn't sell $4,500,000 worth of cosmetics and other drug store products if they weren't young, vivacious and going places.

Is $120 a page too much to pay for the volume of purchasing power represented by the 52,000 Redbook families living in the state of Indiana? Think of it—a page every month in the year for a total of $1,440. That's all it costs in Redbook.

HIT 'EM WHERE THEY LIVE, ... IN REDBOOK

Send for the Redbook state-by-state analysis of family buying power. Write or phone Redbook, 230 Park Avenue, New York 17, New York

Auto Personnel

Gross Expanding; Appoints Wexelberg Sales Chief

As part of a broad expansion program, D. T. Starr, executive head of Gross Mfg. Co., has appointed **H. D. Wexelberg** as sales manager.

H. Wexelberg

Gross, producer of tire repair materials, plans to move during the summer from San Gabriel, Calif., to a new plant in Monrovia, Calif., with substantially greater capacity.

* * *

Ford Appoints Harpole To Midwest Region Post

Appointment of **Louis Harpole** as regional management supervisor for Ford in the Midwest region, has been announced by William K. Edmunds, regional manager, Chicago.

A native of Evansville, Ind., he attended the University of Michigan before starting a career of more than 16 years in the automotive industry. He joined Ford in November, 1938.

* * *

General Tire Boosts Teusch To Head Labor Relations

A. J. Teusch has been advanced to director of industrial relations for all General Tire plants, according to C. J. Jahant, vice-president in charge of production. **Charles Hamad** has been appointed assistant director of industrial relations.

* * *

CIT Opens New Branches At Williamsport, Lancaster

Opening of new branch offices of Universal C.I.T. Credit Corp. at Williamsport, Pa., and Lancaster, Pa., have been announced by J. B. White, vice-president directing the company's operations in that area.

The Williamsport office, located in Room 3, Masonic Temple Assn. building, 360 Market St., will be under the supervision of **Alfred H. Ackerson**, district manager.

The Lancaster office, located at 148 N. Duke St., will be under the supervision of J. W. Bowling, district manager for the territory. **R. E. Lee** will be the branch manager.

* * *

Pennsy Rubber Appoints Duffy as Service Chief

Appointment of **E. V. Duffy** as service manager for Pennsylvania Rubber Co. has been announced by Howard Jordan, president.

Duffy recently was released from the Army after four years service. He spent four years in the service department at Firestone before entering service.

* * *

D'Angelo, Myers, Vincent Added to Ferguson Board

Stockholders of Harry Ferguson, Inc., have elected three additional members to the company's board of directors, according to Roger M. Kyes, president.

New directors are Horace D'Angelo, who has been secretary and treasurer, an office which he retains; Harry D. Myers, who has been director of procurement, and Charles R. Vincent, who has been general salesmanager. Both Myers and Vincent move into new posts, the former having been elected vice-president in charge of production, and the latter assistant to the president.

* * *

2 New Executive Jobs Created by M. W. Kellogg

M. W. Kellogg Co., petroleum and chemical engineers and fabricator of heavy industrial equipment, announces that the following officers were elected at a meeting of the board of directors: **M. W. Kellogg**, chairman of the board; **H. R. Austin**, president; **F. E. Johnson**, vice-chairman of the board, and **L. H. Harvison**, executive vice-president. Creation of the two new executive positions of chairman and vice-chairman was necessitated by the company's proposed expansion program.

* * *

Lincoln-Mercury Adds Bower To Chicago Sales Staff

William A. Bower, former assistant to the general manager of Cadillac's Chicago branch, has joined the area sales staff of the Lincoln-Mercury division of the Ford Chicago branch, according to William K. Edmunds, regional manager.

Bower boasts a career of more than 12 years in the automotive industry. During the war, Bower was manager of the navy service parts department of the Electromotive division of General Motors.

* * *

18 Offices Set By Commercial Credit Corp.

The opening of 18 additional offices in the United States and Canada by Commercial Credit Co. was announced last week by E. C. Warheim, executive vice-president. The appointment of new regional managers for Indianapolis, St. Louis and Jacksonville was also revealed. The new offices are located in 14 states and Canada.

E. C. Warheim

Managers and locations of the additional regions and offices follow: **E. A. Howell**, vice-president, Jacksonville region, Fla.; **Earl G. Miller**, vice-president, Indianapolis region, Ind.; **J. H. Miller**, vice-president, St. Louis region, Mo.

William K. Robinson, Chester, Pa.; **S. Laverne Elliott**, Vincennes, Ind.; **J. B. Lee**, High Point, N. C.; **George F. Kidwell**, Monroe, La.; **G. O. Snowden**, Daytona Beach, Fla.; **Robert T. Williams**, Trenton, N. J.

William S. Pettit, Des Moines, Ia.; **John Frank**, Danville, Ill.; **William J. Vann**, Fayetteville, N. C.; **Harold R. Timmell**, Billings, Mont.; **F. J. Neale**, Saskatoon, Sask.

J. A. Searight, Edmonton, Alta.; **James W. Kiesle**, New Albany, Ind.; **E. J. Brulotte**, Quebec, Ont.; **Harold A. Hanson**, Missoula, Mont.; **Don L. Smith**, Boise, Ida.; **John E. McLeod**, Lewiston, Me.

* * *

Morlen Returns

Ketchel F. Morlen, who has returned to United States Rubber Co. after service as a lieutenant in the Navy, has been appointed Chicago district manager of the company's U. S. Tires division, it is announced by W. D. Baldwin, U. S. Tires sales manager.

* * *

Herbert Appointed

Joseph C. Herbert, with B. F. Goodrich since 1927, has been named factory manager of the recently acquired tire plant in Tuscaloosa, Ala., according to **J. E. Gulick**, general manager of the tire manufacturing division. He was formerly secretary of Pacific B. F. Goodrich Co.

* * *

Universal Moves Branch

Removal of the Universal C.I.T. Credit Corp.'s Allentown, Pa., branch office from Allentown National Bank Bldg. to room 204, Farr Bldg., was announced last week by **J. B. White**, vice-president. **James A. Kilpatrick** has been appointed manager.

* * *

Morton Joins Insuline

Insuline Corp. of America, manufacturer of radio-electronic components for the past quarter-century, announces that **Adelbert R. Morton** has joined its staff. He assumes the position of chief engineer of the electronics division, in charge of new product development and design.

* * *

Pennsalt Elects Cassatt

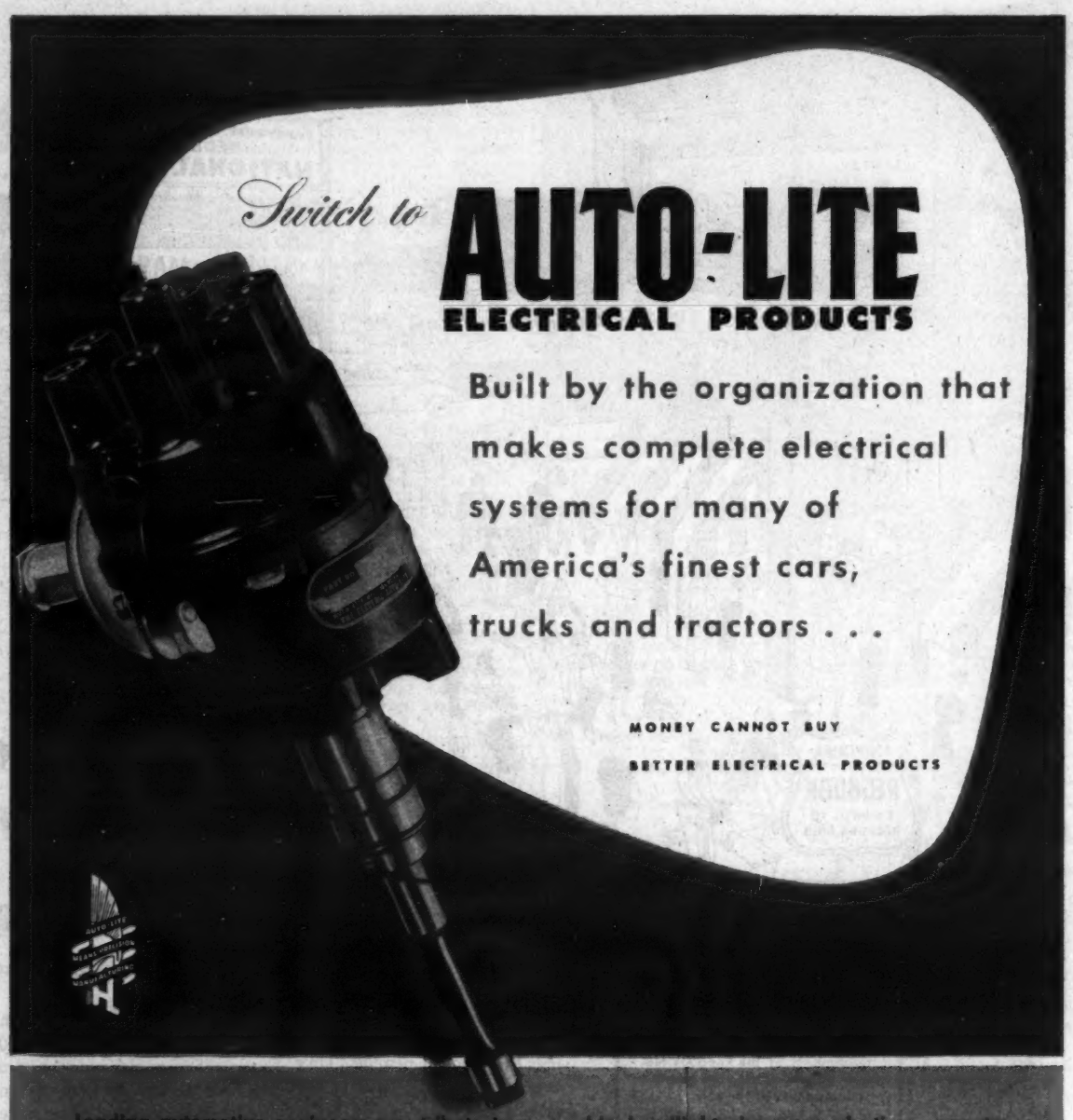
Alexander J. Cassatt, vice-president of Western Saving Fund, has been elected to the board of Pennsylvania Salt Mfg. Co. Cassatt, a Naval Lieutenant Comander during the war, is a grandson of the late A. J. Cassatt, president of the Pennsylvania Railroad.

* * *

Woodley Appointed

The appointment of **Albert Woodley** as district manager for the Cleveland-Detroit area was announced last week by Nox-Rust Chemical Corp., Chicago. Woodley succeeds **E. J. Johnson**, who is retiring. Branch offices will be maintained in both Cleveland and Detroit.

☞ Want Ad Dept., Inside Back Cover



Leading automotive engineers pay tribute to the outstanding dependability of Auto-Lite products by specifying more than 400 Auto-Lite parts as standard equipment for finest cars, trucks and tractors. Such acceptance proves money cannot buy better products. Built in 24 great Auto-Lite plants these units include spark plugs, instruments, wire and cable, headlights, bumpers, plastic ornaments and panels, and complete electrical systems. A new booklet gives a more complete list of the many products Auto-Lite builds, alphabetically arranged for quick reference. Your copy will be mailed on request.

THE ELECTRIC AUTO-LITE COMPANY
Toledo 1, Ohio

TUNE IN THE AUTO-LITE RADIO SHOW STARRING DICK HAYMES—SATURDAYS 8:00 P.M.—E.S.T. ON CBS

Auto Personnel

Focht Named Comptroller Of Purolator Products

Joseph L. Focht has been appointed comptroller of Purolator Products, Inc., manufacturer of oil filters, Newark, N. J., it was announced by Ralph R. Layte, president.

Focht has been comptroller of Whitehall Pharmacal Co., New York, and previously was general York, and comptroller of Sun Tube Corp., Hillside, N. J.

* * *

Marselus and Walker Join Ford Staff in Seattle

Ford is gearing for new-car and parts distribution and service in the Seattle district. Two more men have been added to the staff: **E. A. Marselus** to be comptroller of the Seattle office, and **H. W. Walker**, to be plant superintendent.

Marselus has been with Ford since 1920, starting as account clerk in Denver. Walker joined the company in 1923 at Columbus, O. In 1936 he was appointed plant superintendent at Ford's Oklahoma City branch.

* * *

Tanner Chemical Set Up; New Plant Underway

Incorporation of the Tanner Chemical Co., Ferndale, Mich., manufacturer of rust - proofing chemicals and processes, has been announced by Robert R. Tanner, president.

Other officers are William R. McKenzie and George M. Burgess, vice - presidents; Sherwood Field, secretary, and R. H. Buckley, treasurer. The corporation's new plant at 1250 Wordsworth, Ferndale-Detroit 20, Mich., is now under construction.

* * *

Willys Promotes Otte To Employment Manager

Edwin J. Otte, assistant factory employment manager of Willys-Overland has been named employment manager, succeeding Carl E. Eschedor, it was announced last week. Eschedor, who is ill, continues in the company's employ.

Otte joined Willys-Overland in 1942 as labor selector. He was then placed in charge of pro-rating and transfers and became assistant employment manager in 1944. He was a member of the staff of the United States Employment Service before joining Willys-Overland.

* * *

Armstrong Promoted By GM of Canada

Edwin F. Armstrong, associated with General Motors of Canada, Ltd., Oshawa, for almost 24 years, has been appointed chief engineer. W. A. Wecker, general manager, states he succeeds **A. A. Maynard**, who is returning to the United States to take a new position in the engineering division of General Motors.

* * *

Chrysler Appoints Misch Assistant Comptroller

F. W. Misch has been appointed an assistant comptroller of Chrysler, **L. A. Moehring**, comptroller, announced last week. Misch has been with the corporation since 1926. He has served in every phase of the accounting division's work.

He was born in Seymour, Ind., and was graduated from Wabash College.

* * *

du Pont Transfers Peter To Toledo Territory

R. C. Peter has been transferred as technical representative in automotive finishes from the Wilmington, Del., home office, E. I. du Pont de Nemours & Co., to the Toledo area. He will be connected with the Du Pont automotive finishes office in the General Motors Bldg., Detroit, but will reside in Toledo.

Peter has been with Du Pont for 20 years. Starting as a chemist in the Parlin (N. J.) laboratory, he contributed to the early development of "Duco" nitrocellulose lacquer and "Dulux" synthetic resin enamel formulations. During the last seven of his 16 years in the laboratory, Peter was in charge of industrial lacquer sales service and development. At present he is a member of the field research section.

* * *

Johnson Made Sales Head Of Rochester Products

George A. Johnson, chief engineer, Rochester Products division, General Motors, Rochester, N. Y., since its formation, has been appointed sales manager of the company. Elmer Olson, for the past 10 years chief engineer of Holley Carburetor Detroit, replaces Johnson as chief engineer.

* * *

Bendix Announces Changes In West Coast Staff

E. R. Breech, president, Bendix Aviation, last week announced several changes in the corporation's West Coast personnel.

Palmer Nicholls, vice-president, and general manager of Pacific division, became vice-president and group executive in charge of Pacific division and West Coast Bendix, a newly formed division that will handle West Coast sales and service for the eastern divisions of the corporation.

Mel M. Burns, formerly assistant general manager of Pacific division, was named general manager of that division. **R. C. Fuller**, former sales manager of the Pacific division, was placed in charge of the new West Coast division with the title of general sales manager.

* * *

Burchfield Honored

Harry P. Burchfield, a research chemist at the Naugatuck Chemical division, United States Rubber Co., has been awarded first prize of $1,500 by the Chicago rubber group of the American Chemical Society for developing the best method to differentiate natural rubber from the various synthetics in sorting out scrap for the production of reclaimed rubber.

* * *

Livingston to Willard

J. A. Livingston, former sales manager of replacement sales with Firestone Tire & Rubber Co. of Canada, Ltd., Hamilton, Ont., has been appointed sales manager of Willard Storage Battery Co. of Canada, Ltd., Toronto.

* * *

Knight Named Manager

G. Webber Knight has been appointed manager of the Washington, D. C., office of Pennsylvania Salt Mfg. Co. Knight has been with the company for 21 years in managerial positions.

* * *

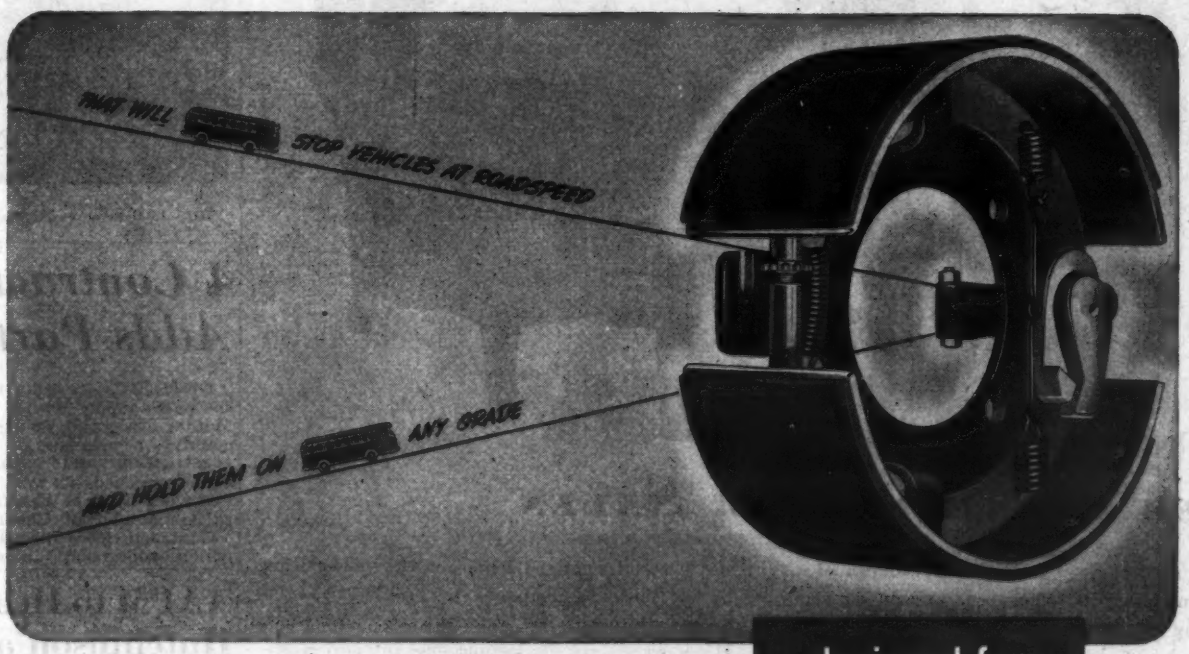
Maire Named to Chicago

Appointment of **Edward B. Maire** as manager of the Chicago factory branch, 822 S. Michigan Ave., Chicago 5, has been announced by J. F. Ray, director of sales of General Controls Co., Glendale, Calif.

INSPECTING THE NEW International West Coast Models at the Emeryville (Calif.) plant are, left to right, H. W. Timm, service manager, Emeryville Works, International Harvester Co.; W. P. McDonald, national advertising manager, *San Francisco News*; Thomas Fair Neblett, chairman, Tenth Regional Wage Stabilization Board; Dr. Clark Kerr, associate professor of Industrial Relations, University of California, and public member of Wage Stabilization Board; C. E. Houghton, assistant to the sales manager, Motor Truck division, International Harvester; Adolph Engstrom, works manager, Emeryville Works; W. E. Peters, manager of Hearst Advertising Service, San Francisco office; Leon J. Pinkson, automotive editor, *San Francisco Chronicle*; Bud Nelson, automotive editor, *San Francisco Call-Bulletin*; Don O. Meeken, sales representative, *San Francisco Examiner*; John M. Bridgman, McCann-Erickson, Inc.; Ralph Gordon, *Oakland Post Enquirer*; John Piper, financial editor, *San Francisco News*; John Milburn, automotive editor, *San Francisco News*.

Bendix

presents a new emergency and parking brake for trucks and buses



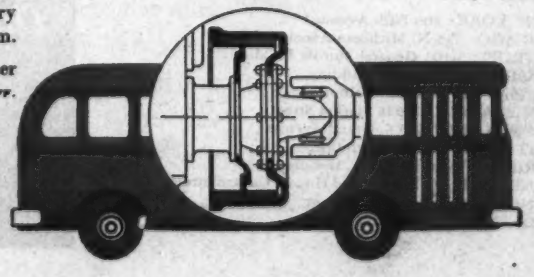
designed for drive-shaft installations

Heavy loads—high speeds—heavy travel on the highways—all are the common rule of the day—and they all spell a demand for emergency braking that is a lot more than just a parking brake. Bendix*—for years recognized as the greatest name in brake engineering—has developed a new brake to more than meet these rigid requirements.

This rugged, mechanically operated brake is of the time-proven Duo-Servo type of construction for drive-shaft or propeller shaft installation. The heavy-duty shoes are supported by a center plate. This center plate is in line with the center of the brake shoes, so that the brake torque forces are center loaded on the supporting member. This loading of stresses on correctly designed parts results in a brake that is smooth and powerful in action, yet light in over-all weight. The only adjustment necessary is a simple one for lining wear; shoes are self-centering within the drum.

Write for the details on this remarkable new Bendix Brake. Your letter will receive prompt attention.

*REG. U. S. PAT. OFF.



BENDIX PRODUCTS DIVISION
OF THE
BENDIX AVIATION CORPORATION
SOUTH BEND 20, INDIANA

PRODUCT OF Bendix AVIATION CORPORATION

May Wipe Out First Quarter Gains . . .

Tire Output Threatened By Fabric Shortage

NEW YORK.—Textile shortages seriously threaten to wipe the tire industry's production gains for the first quarter of 1946 and carry further into next year the day when civilian tires will again be available in normal supply.

This warning was voiced by the Rubber Manufacturers Assn. as it released figures showing advances in truck, bus and passenger car tire production for January.

January production was up over December by 913,487 units in passenger sizes, 241,446 units in truck and bus tire sizes and 680,911 units in all types of inner tubes, the association's report on output of automotive pneumatic tubes and casings showed.

The gravity of the fabric shortage was heavily underscored by the association. Some tire manufacturers are already threatened with curtailment of production for want of fabrics. Others, with only a small portion of the second quarter requirements in tire fabrics assured, foresee shutdowns by May 1 unless supplies of enameling duck, chafers, Osnaburgs and sheetings are materially eased.

With the automobile industry making heavier inroads into tire output for original equipment supplies, shutdowns resulting from a textile shortage could easily defeat the effort of rubber manufacturers to attain their goal, 66 million passenger car tires this year.

With demand estimated in excess of 66 million units, this means at least another season of close attention to all of the wartime tire conservation practices, the association said.

This includes recapping of worn tires, careful inflation and mode rate driving speeds, particularly in the hot-weather driving period in the months ahead.

The association's report covered only pneumatic casings and tubes. It did not include any statistics on solid tires, or on pneumatic tires for motorcycles, bicycles or aviation, agricultural and industrial equipment.

Jenkins Building Car To Hit 400 MPH

BOSTON.—Ab Jenkins, veteran auto speed king, announced here last week that he is building a new car which is expected to hit more than 400 mph. The car is to be assembled by the Winfield Engineering Co. of Los Angeles, and will be powered by two eight-cylinder engines.

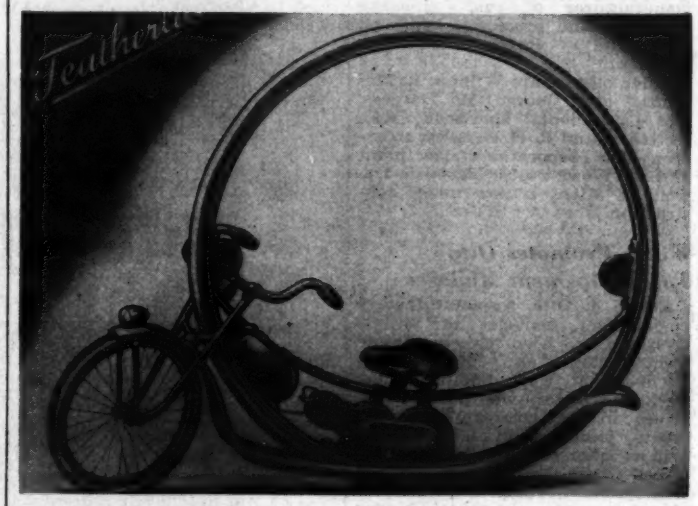
One engine will be mounted in front, the other engine in the rear. The front engine will be opened up wide, and the rear will be fed with an accelerator. Jenkins said he expects to test the car on the Utah salt flats in 1947.

"We want you to know that Automotive News is the most read and quoted paper in our establishment." George Soule, Butler Nash Co., Butler, Pa.

New Offering . . .

GENERAL DEVELOPING CO.'S Comet convertible seats three, weighs 175 pounds and gets 100 miles per gallon, according to the company. It sells for $385.

THE MARVEL delivery car, also built by General Developing, weighs 250 pounds and is designed to sell for $475.



THIS IS General Developing's Featherlite, designed for the youngsters. It is expected to sell for $95.

4 Contracts Let As GM Adds Parts Warehouses

DETROIT.—In order to improve the parts supply service to General Motors dealers throughout the country, a program of warehouse construction and expansion has been launched, it was announced last week by T. H. Keating, general sales manager of Chevrolet.

Contracts have already been let which will result in more than 325,000 additional square feet in four locations, he said, and other contracts are under negotiation.

All of the buildings will be of one-story steel and concrete construction, with the latest storage facilities installed. The sites include Chicago, 90,000 square feet, to restore a warehouse discontinued during the war; Minneapolis, an expansion from 34,000 to 104,000 square feet; Baltimore, 104,000 square feet, to replace a warehouse discontinued during the war, and San Antonio, 30,000 square feet, to replace a building containing 15,000 square feet now being leased.

Of the four listed, Chicago, Minneapolis and Baltimore will be rated as master warehouses and will stock a list of as many as 35,000 different parts ranging in size from ball bearings to frames. San Antonio will continue as a zone warehouse, carrying some 15,000 of the parts in most general demand.

All but the Chicago warehouse will carry parts for Chevrolet, Buick, Oldsmobile and Pontiac. The Chicago warehouse will not carry Buick parts, which are warehoused elsewhere.

The expansion program is being carried forward under the supervision of the Argonaut Realty division. The warehouses will be operated by Chevrolet as part of a nationwide warehouse system known as the General Motors Parts division.

AAPM to Hear Hutchinson at Meeting April 12

DETROIT. — B. E. Hutchinson, chairman of the finance committee of Chrysler Corp., will be the guest speaker at a meeting of the Automotive and Aviation Parts Mfrs., Inc., at the Book - Cadillac hotel here Apr. 12, it was announced last week.

Hutchinson

The first session of the meeting will begin at 2 p.m. Speakers at this session will include Frank Rising, general manager; Clarence O. Slinner, AAPM Washington representative; C. C. Carlton, chairman of the OPA Automotive Parts Industry Advisory committee.

A dinner at 6 p.m. will precede the evening session.

There are profit-making opportunities in AN Want Ads. See inside backcover.

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THE CHRISTIAN SCIENCE MONITOR can be an important factor in rolling back present horizons that may be limiting the sales of your goods or services.

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KANSAS CITY: 1002 Walnut Street
SAN FRANCISCO: 625 Market Street
LOS ANGELES: 630 S. Grand Avenue
SEATTLE: 824 Skinner Building
PARIS: 56 Faubourg Street, Honore
LONDON, S. W. 1: Burwood House, Caxton Street
GENEVA: 16 Rue du Mont Blanc
SYDNEY: 46 Pitt Street

The CHRISTIAN SCIENCE MONITOR
An International Daily Newspaper

AIRCRAFT NEWS

How Republic Saved $3,000 Per Airplane

IN THE MANUFACTURE of airplanes, it doesn't take quantity production as it is known in the automobile industry to accomplish mass production economy.

Alfred Marchev, president of Republic Aviation Corp., who "elected to break with tradition and set out along new paths in quest of low-cost design," and who makes this claim, actually is sharing his discoveries with the whole industry. Perhaps his greatest contribution is his proof that the excellent tooling made necessary to take advantage of simplified design pays for itself in about 200 planes.

It is entirely possible that other airplane manufacturers will contend he cannot pay for extensive tooling in that time. Already they are insisting that Marchev cannot sell a four-place amphibian at $4,000, but he is doing it. He gives away his secret in the current edition of *Air Trails*. "I shall disclose," he writes, "what some manufacturers would consider trade secrets."

With some annoyance, Marchev discusses the practice of most manufacturers in returning to pre-Pearl Harbor methods of producing planes.

"We are ploughing along in a rut," he says. "We have committed ourselves to a type of airplane whose production is inefficient. Construction of all planes is practically identical. That goes for the Germans and Japs as well as the British, Russians and Americans. We are all in this rut. How can we extricate ourselves?"

Then he proceeds to tell how he is extricating Republic from its path in the rut.

* * *

Sub-Assembly Proves Place to Economize

HE FOUND THAT while 20 percent of the cost of manufacture represents parts and 10 percent final assembly, 70 percent of the cost is found in sub-assembly. There, he and his engineers reasoned, is the place to save. Savings anywhere else would be minor.

Heretofore, all the efforts of manufacturers have been concentrated on designing individual parts more simply, and in this department, they have accomplished savings as high as 20 percent. Even that, however, would mean only a 4 percent reduction in overall cost.

Marchev set out to reduce the number of parts, figuring that by reducing them by four-fifths, two important results could be achieved: cost of manufacture reduced from 16 to 4 percent, and, with fewer parts, less sub-assembly work to do. This would cut the cost of parts by 78 percent.

Then he found that with good designing and tooling, cost of manufacture would be cut further by one-half. This would bring the cost of parts down to 2 percent of the total.

With these better parts, easy to assemble, Marchev estimates that sub-assembly costs could be reduced to 10 percent and final assembly costs to 8 percent

* * *

How Republic Cut $3,000 Off Price

WHEN THEY SET out at Republic to build a low-cost amphibian, they set the price at the unheard of level of $4,000. The first one they built would have had to be sold at $7,500. Then they started conferences throughout the factory.

They put the stabilizer of the Seabee on the conference table. It was made in accordance with aviation tradition — what a word to be used in connection with a new thing like flying! — and found it was made of spars and ribs, 42 parts. They cut the parts down to 10 and kept the weight the same, at 26 pounds. They cut fabrication time from 14.2 to 2.7 man hours, but all this required excellent tooling.

So they studied tooling. They made estimates on tooling of two kinds, "fair" and "excellent," and figured the write-off costs on the basis of 100, 500, 1,000 and up to 5,000 airplanes. To their own surprise, they found that the "excellent" tooling pays for itself by the time 200 airplanes are built.

"And the more airplanes you build," writes Marchev, "the less costly excellent tooling becomes. In fact, the modified design and excellent tooling started with a cost of some $5 a pound and dropped to about 40 cents a pound, shortly before reaching the 5,000 mark! Point is, the old cry about automotive volume is a myth."

Encouraged by the stabilizer, Republic attacked the wing. It had 114 pieces which they cut to 21, dropped the weight from 150 to 110 pounds and reduced the rivets from 2,627 to 882 (the Seabee is all metal).

* * *

Less Parts Per Plane Stressed by Marchev

SO MARCHEV ORDERED his engineers to design all airplanes more simply, and repeated his thesis:

"We now have enough facts from our research to indicate simplification and resultant lowered costs can be applied to any airplane, regardless of size. The only difference lies in tooling costs and these will depend upon the type of tooling a manufacturer can invest in.

"By and large, the manufacture of fewer parts per airplane will cost less than the manufacture of more parts regardless of tooling or the method of manufacturing."

But Marchev still sees himself licked by the high cost of aircraft engines. He has bought Aircooled Motors Corp., and the optimistic portion of the industry is looking for some changes in this field.

The others continue to say, "He can't do it. He can't do it."

90 Million Tires During '46 Predicted by Collyer

CHICAGO.—John L. Collyer, president, B. F. Goodrich, last week forecast that American tire production would total 90 million units for 1946, and urged that synthetic rubber research be pushed to the utmost for the next two years "and the road kept open for private purchase and operation of the plants."

Addressing the Chicago Technical Societies Council, the Akron executive pointed out that rubber industry reconversion has been rapid, and that tire production this year will be at a rate 46 percent above the 1940 level of output.

"We are glad to take orders today for airplane tires and can promise almost immediate delivery," Collyer said. "Truck and farm tires should be in ample supply by midsummer; for passenger-car tires you may have to wait several weeks after placing an order, but by the end of 1946 you should be able to get as many tires as you want of your brand and size when you want them."

When supply has fully caught up, he said, "there should be no reason for not taking tires out of price control." He said all large tires may be decontrolled by midsummer, and passenger-car tires by early next year, and "I hope and urge that these and other government controls be discontinued as rapidly as possible."

Sundberg & Ferar Move To New Quarters

DETROIT.—A second expansion within four months was announced last week by Sundberg & Ferar, industrial designers, with the opening of a new office suite in the Guardian building here.

To service an increasing clientele in the east, the firm in December established a division in New York. In the current home office expansion, the organization is moving its entire staff of designers and business representatives to the new quarters. Model shops, however, will continue to operate on Milwaukee St. and Grand River Ave., Montgomery Ferar said.

• Well-known visual differences between the sexes become even more apparent when men and women are taking in the lines and appointments of your automobile. Women see the messages you slant their way most clearly in a place men are apt not to see 'em at all. That's—

LADIES' HOME Journal

THE MAGAZINE WOMEN BELIEVE IN

Dealer Doings

Formal Opening in Athens Held by Dealer Paschal

Paschal Motor Co. (DeSoto-Plymouth), has made its formal opening at Athens, Ga. It occupies approximately 7,000 square feet of floor space.

The dealership is owned by **M. J. Paschal,** formerly an oil distributor. He is a member of the board of directors of the Jaycees, and the Lion's Club.

* * *

$40,000 Salesroom Planned By Martin Bridges

A building permit has been issued to Martin Bridges to build a Packard salesroom on W. Washington St., Greenville, S. C., at an estimated cost of $40,000.

* * *

Hudson Dealership Opened By Dorschel in Rochester

A new Hudson dealership, John Dorschel Motors, Inc., has opened at 165 Main St. W., Rochester, N.Y. John Dorschel, founder, has been engaged in auto finance since graduation from Notre Dame in 1930.

Sales manager is **James Verhey,** recently discharged from service.

* * *

Nash Dealerships Spend $200,000 in Los Angeles Area

Metropiltan Nash dealers in the Los Angeles area are spending a total of $200,000 for new quarters and improvements.

J. F. O'Conner & Son is spending $100,000 for a new building and service equipment. The new dealership is located at Hollywood Blvd. and Van Ness Ave.

G. E. Lawrence has completed construction of a modern service department at 5521 E. Olympic Blvd. Showrooms and office building will be erected at once. When completed the investment will total $50,000.

Nash-Wilshire has just finished remodeling its building at 750 S. La Brea. In addition, new modern equipment for the service department has been installed. Cost of the improvements total $16,500.

Bob White, 4039 S. Vermont Ave., has remodeled his dealership, adding new shop equipment. Cost of this improvement totals $10,500. O'Neal Nash Co., 7720 S. Vermont Ave., has spent $7,500 for building and service improvements. Nash Highland Park Co. has added considerable floor space to the service department and completed alterations in the sales department at a cost of $5,500. This dealership is at 5021 N. Figueroa St. Walker Bros., 3260 W. Olympic Blvd., has completed a new paint and body department and rearranged its service facilities at a cost of $5,000.

Nash California Co., 1240 S. Figueroa St. has enlarged and modernized the service and parts departments at a cost of $5,000.

* * *

Jones Motors Purchases Sherrer in De Funiak

W. P. Jones Motors, Pensacola, Fla., has purchased Sherrer Motor Co. (Plymouth-DeSoto), of DeFuniak, Fla. **Miss Anna Mary Sherrer,** who had been in charge of the office, returned to her former home at Pensacola.

H. C. Saxon, in charge of sales department for Sherrer, assumed the management of the new company. Saxon said that **Asa Henderson** will be in charge of the enlarged repair department. A complete stock of parts has been added to the business.

* * *

Kline Reopens River Lake, Plans New Building

River-Lake Motor Co. (Chrysler-Plymouth), Minneapolis, which suspended operations during the war, has been reestablished with the return to civilian life of **Maj. Sidney Kline,** president.

He served 41 months on active duty with the Army Air Corps.

A temporary location has been established at 2503 E. 38th St. Construction of a new dealership at 2800 E. Lake St. is scheduled to start in the spring.

* * *

Willys Adds Five Dealers In Cleveland Area

George E. Darmstatter, Cleveland distributor for Willys-Overland, has appointed five new dealers.

They are: **Ralph** and **Curt Brooks,** Brooks Motor Co.; **Howard Lowry** and **Charles Brightbrill,** Lowbright Auto Sales Co.; **Joseph Mrhar** is to direct sales at Elyria Auto Sales Co. and **Melville S. McCrorry** will open a Willys dealership at McCrorry. Barton Willys Sales Co. will be directed by **James J. Barton,** a veteran of 26 years in the sales business of automobiles.

* * *

Obermeier Motor Builds $65,000 Structure

Obermeier Motor Co. (Packard) has let a contract for erection of a $65,000 sales and service building at the southeast corner of DesPeres Ave. and Westminster Pl. It will have floor space of 11,000 square feet. A lot on the northeast corner of the intersection has been acquired for used car sales.

* * *

Hupp & Vickery Plan New Headquarters

A new building, 55 by 130 feet, will be started by Hupp & Vickery (Chrysler), Falfurrias, Tex. The structure will be on the main highway.

* * *

Oliver of Columbia, S. C. To Build New Home

Oliver Motor Co. (Chrysler), Columbia, S. C., has purchased property valued at $35,000. It plans to construct a new building.

* * *

Auto-Car Branch Builds In Richmond, Va.

Construction is under way at 3110 W. Leigh St. on a $40,000 building for the Auto-Car Sales & Service Co., Richmond, Va.

Henry P. Mitchell, district manager, says occupancy is expected by the latter part of April.

It will have 13,000 square feet of floor space and an adjacent parking lot with an additional 13,000 square feet of space. The company is a branch of the Auto-Car Sales & Service Co., Ardmore, Pa.

* * *

Hartwig Auto Appointed For De Soto-Plymouth

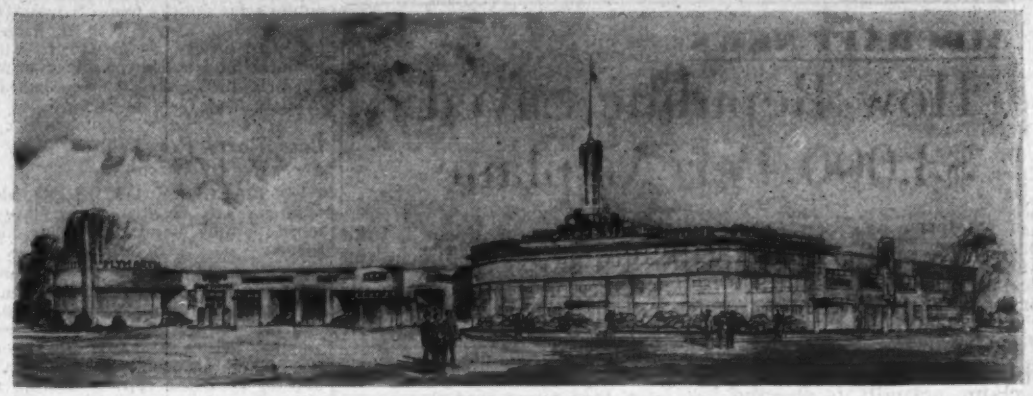
Hartwig Auto Co., Clutier, Ia., has been appointed dealer for De Soto and Plymouth. The dealership has been operating for 33 years. New shop equipment valued at $4,000 has been installed.

* * *

Carolina Willys Building

Carolina Willys Co. has occupied its new temporary location at 219 Lewis St., Greensboro, N. C., pending completion of its new building on Battleground and Eugene Sts.

THIS MODERN BUILDING is occupied by Gil Calycan, Nash dealer in Portsmouth, O. The structure has 11,000 square feet of floor space.



HERE IS the architect's drawing of the building on a 300 by 170-foot area under construction in Oklahoma City from Walter E. Allen (Chrysler). The total area will be under one roof except for a concrete approach 50 feet wide running along the front of the service department. There will be two entrances and two exits. A control tower will tie-in all departments. Customer reception will be expedited by a service walk on either side of the entrances.

Nine New Dealers Named By Kaiser-Frazer

The appointment of nine new Kaiser-Frazer dealers and distributors was announced last week by H. A. MacDonald, vice-president in charge of sales. The new Kaiser-Frazer outlets are as follows:

* * *

Howell Motor Co., Wilmington, N. C. The company, headed by **Floyd H. Howell** and **James G. McKeithan,** will be a distributor of the Frazer in 15 North Carolina counties.

The firm's building at 7 N. Third St., has been remodeled and redecorated for sales and display of the 1947 cars. Floor space in the structure totals 6,000 square feet.

Both Howell and McKeithan are natives of Wilmington. Howell handled sales of Chrysler products from 1928 to 1938, and Pontiac automobiles more recently. McKeithan joined the company in 1940.

* * *

Philadelphia Automobile Co., headed by **G. W. Hiney jr.,** will be a distributor of the Frazer in five southeastern Pennsylvania counties and seven southern New Jersey counties.

Hiney for 27 years has been engaged in wholesale and retail auto sales with various manufacturers. The firm occupies a four - story building at 216 Broad St. Recently remodeled, the building contains 44,000 square feet of floor space.

* * *

E. S. Street Co., Asheville, N. C. The company, headed by **E. S. Street** and **H. E. Propes,** will be a distributor of the Frazer in 19 North Carolina counties.

Prior to receiving the Frazer franchise, Street handled sales of used cars in Asheville. A new building now nearing completion on Coxe Ave. will be used for display and sales of the Kaiser and Frazer.

* * *

Grand Trunk Garage, Portland, Me. The firm will be a distributor of the Frazer in seven western Maine counties.

Under the direction of Max Aster, owner, and David Astor, sales manager, the company handled sales of Ford cars from 1936 to 1940.

The building occupied by the Grand Trunk Garage at 73 India St. is being remodeled for displaying the new automobiles. Showrooms, service department, offices and stockroom will utilize over 9,000 square feet of floor space.

* * *

Spencer Bros. Corp., Jackson, Miss., headed by **E. O. Spencer,** the firm will be a distributor of the Frazer in 29 Mississippi and six Louisiana counties.

Headquarters of the firm will be in a modern fireproof building to be constructed at S. State and Rankin Sts. The structure will have nearly 14,000 square feet of floor space.

E. O. Spencer, president, and **John A. Spencer,** vice - president, handled sales of Chevrolet and other automobiles in Yazoo City from 1919 to 1921. From 1932 to 1942, **H. C. Spencer,** vice-president in charge of local dealers, handled used cars in Jackson and Clinton.

All members of the corporation served in the armed forces, and S. C. Spencer, secretary-treasurer and office manager, is stationed with the Army in Nuremberg, Germany, at the present time.

* * *

Loomis Motor Corp., headed by **Guy A. Loomis jr.,** Albany, N. Y. The company will be a distributor of the Frazer in 11 New York counties and one Vermont county.

The Loomis building, located in the heart of "automobile row" at 314 Central Ave., contains 12,000 square feet of floor space.

Loomis, recently released from the Army, where he served as a finance and fiscal officer, has a background of banking experience. **W. T. Humphrey,** vice-president and general manager of the corporation, was associated with Ford for 16 years.

* * *

Carman-Luce, Inc., headed by **A. St. Clair Carman,** Charlotte, N. C. The company will be a distributor of the Frazer in 16 central North Carolina counties.

Two buildings at 109-115 W. First St. are being remodeled for display of the Kaiser and Frazer cars. Showrooms, with a frontage of 80 feet of display windows, will occupy the complete floor space of 9,000 square feet.

Carman was president of Meyer-Wright, Inc., New York auto sales firm, from 1935 to 1939. **Luce,** vice-president of Carman - Luce, was president of the Luce Mfg. Co. of Kansas City, Minneapolis and Tulsa, and served with WPB during the war.

* * *

Tiefenbach - Yetter Sales Co., Trenton, N. J. The company, headed by **Adam G. Tiefenbach** and **Arthur M. Yetter jr.,** will be a distributor of the Frazer in four New Jersey counties.

Located now at 2430 S. Broad St., the firm is negotiating for nearby property to construct a new building. The site, 250 feet square, will provide space for used car displays adjacent to the new structure.

Tiefenbach handled sales of Ford, Mercury and Lincoln cars from 1934 to 1945. Yetter was active in Ford, Mercury and Lincoln sales from 1929 to 1942.

* * *

Fox & Goes, Inc., Saginaw, Mich. The company, headed by **Lyman J. Goes,** will be a distributor of the Frazer in 22 Michigan counties.

For display and sales of the cars the firm is constructing a new building with 7,200 square feet of floor space. Located at 1635 S. Jefferson St., the structure will house modern showrooms and a scientific service department.

E. L. Fox, secretary and treasurer of the organization, was a Studebaker distributor from 1939 to 1942, and for the last four years has handled sales of used cars in Saginaw.

* * *

Martin Johnson, Atlanta, Builds Nash Dealership

Construction is underway on a sales and service establishment for Martin Johnson Motor Co. (Nash), Atlanta, Ga. The new plant will cover an entire block with a total area of 48,000 square feet. The service operation will cover 32,000 of this. Completion is expected in June.

Service operations will be handled in two separate buildings on the ground floor, while the sales room will have an area for the display of six vehicles.

* * *

McCarty Expands

McCarty Pontiac Co., Jonesboro, Ark., is constructing a 50 by 100-foot brick and concrete building as an expansion of its sales and service headquarters at 244 S. Church St., and will also remodel the present building.

* * *

Boatwright Remodels

John Boatwright, war veteran, has bought the James Tribble Stable building, Forsyth, Ga., and is remodeling it for his Hudson dealership.

* * *

Becker Has Dodge Line

Fred Becker Motors, Walla, Walla, Wash, has taken over Maughan Motor Co., and will become Dodge-Plymouth dealer.

* * *

Forseth to Build

Forseth Motors, Preace River, Alta., has purchased property at Main Ave. and First St. It will build a new dealership and service station.

* * *

Ney Handles Willys

Ney Auto Service will continue at its former station in addition to taking over Willys-Overland sales and service in a new location, on Berwick Rd., Bloomsburg, Pa.

* * *

Amos C. Deitz has been appointed new car sales manager for Dodge and Plymouth by Sadler-Ross Motor, Little Rock, Ark. He has sold Dodge cars in Little Rock for 19 years and is recognized in the industry as a 100-car-a-year man. He has been with Sadler-Ross since 1936.

* * *

J. V. Doss has been named service manager of J. B. Hughes Motor Co. (Ford), 2024 West Broad St., Richmond, Va.

WESTBROOK MOTOR CO (Studebaker), San Angelo, Tex., recently held "open house" in its new showrooms. The building contains more than 12,000 square feet including this salesroom and office in which glazed tile has been used to achieve a bright, modernistic effect. The dealership is operated by Terry and C. Westbrook.

Dealer Doings

Schneyer, Lochner Buy Prairie du Chien Firm

The Chevrolet Garage, Prairie du Chien, Wis., has been purchased by **Lloyd Schneyer** and **Harold Lochner**. The former has been a mechanic at the Ford Garage for more than 10 years. Lochner has been with Iowa Oil Co. The Chevrolet Garage was owned by **Ira Wiswell** for 30 years.

* * *

3 Brothers, All Vets, Open Firm in Cleveland

Three brothers, all war veterans, have formed a used-car dealership in Cleveland and are making plans to acquire a new-car franchise.

The brothers, **Max R., Allen** and **Robert Friedman**, operate the State Auto Sales at 6606 Euclid Ave. The dealership was established with help obtained through the GI Bill of Rights.

* * *

Schodt Sells Ten Jeeps To King Ranch in Tex.

The famous King ranch in Texas, which until its subdivision a few years ago was the world's largest, has purchased 10 Willys jeeps. Purchase of the vehicles was arranged by **N. R. Diaz**, King ranch foreman, and **V. T. Reader**, wholesale manager, and **D. R. Schodt**, partner of Schodt Motors, Kingsville, Tex.

Diaz said the jeeps will be used for disking, carrying grain, grinding, building fences, digging postholes and sawing wood.

* * *

Good Weather

Aids Dealer Buildings Underway in Omaha

A spell of good weather spelled good luck and full speed ahead for Omaha dealers' new construction program.

Andrew Murphy's new building is rapidly advancing to house increased business facilities and operations for this Chrysler-Plymouth distributor. The new building at Fifteenth and Jackson, is across from Murphy's main building.

The structural steel work is in at Morton Ehrenrichs' additional building west of the present Morton (Studebaker) building at Thirty-First and Farnam Sts. An enlarged parts department will occupy the present building. Offices and show rooms will utilize the new building.

At Park Ave. and Farnam St., a modernistic building is reaching completion for Scott-Nash Co.

* * *

Concord Packard Names Dunlap as President

Philip S. Dunlap resigned last week as assistant board executive for the OPA, Concord, N. H., to become president of the Concord-Packard Motor Co. and general sales manager of Carlson Motor Sales.

Dunlap, president of the University of New Hampshire club, Concord, had been connected with OPA since November, 1942.

* * *

Mack Building in Dallas To Be Ready May 15

Construction is underway on a new building for the Dallas district headquarters of Mack Truck Co. at Akard and Cadiz Sts., Dallas. Occupancy is expected about May 15, **D. C. Wheeler**, district manager announced last week.

The new building will cover almost half a block. It is of steel and masonry construction, finished in light colored face-brick. Dimensions are 142 by 218-feet.

* * *

Horton Acquires Building For Distributorship

E. J. Horton, Inc., 613 Culver Road, Rochester, N. Y., area distributor for Dodge and Plymouth and dealer in wholesale and retail auto parts, have acquired the property they occupy at Culver Road and Atlantic Ave. in a $137,185 transaction.

The building, a two and one-story structure, was purchased from John B. Pike & Son, Inc., who formerly conducted a Ford dealership.

* * *

Cotter, St. Louis County, Given Buick Franchise

Cotter Buick Company, 1043 Big Bend Blvd., Richmond Heights, St. Louis county, Mo., has been appointed Buick dealer for that portion of the county. The firm is headed by **William Cotter**.

* * *

Wilson Becomes Partner In Pruett Dealership

Roy Pruett, owner and operator of Pruett Motor Co. (Chrysler-Plymouth), Valdosta, Ga., for the past 16 years, announced last week that the firm has become a partnership. **J. L. Wilson** is the new partner.

Before going into the Army, Wilson was general manager of J. W. Goldsmith Co., Inc. (Hudson). He will devote the major part of his time to farm equipment. Pruett will manage the auto sales.

Fay Castoguay has been appointed service manager. Before going into service, Castoguay worked with the Steele Motor Co. (Chrysler-Plymouth) AuGres, Mich.

* * *

$20,000 Home in Lewiston Planned by Goodman

Ed Goodman, Goodman Motors, Lewiston, Ida., announced last week the construction of a new building to cost $20,000. It will have colored lighting and curved glass corners.

* * *

Derringer-Taylor Handles K-F in Santa Barbara

Derringer-Taylor Motors, 25 W. Anapamu St., Santa Barbara, Calif., has been appointed by Kaiser-Frazer. The dealership will handle the cars and Graham - Paige farm equipment in Santa Barbara and surrounding territory.

Stephen B. Derringer was formerly in the automotive business in Seattle and **Fred L. Taylor** was engaged in it in northern Wisconsin.

* * *

Market Motor Announces Plans for New Building

A new showroom and service department for the Market Motor Co. (Dodge-Plymouth) will be constructed in Youngstown, O., **W. H. Slater**, president of the company, has announced.

Slater said the new showroom and service department buildings will be constructed as soon as materials can be obtained.

* * *

Rousseaus of South Bend Building $45,000 Annex

Rousseau Brothers (Plymouth-De Soto) are constructing a $45,000 addition to their automobile showroom and garage at 201 Fifth St., South Bend. The addition measures 52 feet by 150.

The front part of the new addition will house the offices and the middle section the parts department. The enlarged showroom will have a capacity of 10 cars and will have a tile floor. The work is expected to be completed by July.

AN ARHITECT'S SKETCH of the $100,000 building proposed by the Peteler-Pearson Motor Co. (Studebaker), Pasadena, Calif. The structure will include a large new car showroom, offices, used car showroom, parts and service departments occupying a total of 12,240 square feet fronting on North Lake Ave. Present quarters, which are adjacent to the new site, will be converted to a truck showroom and commercial car facilities.

* * *

Ford Dealer in Greensboro Opens New Building

Greene County Motor Co., Greensboro, Ga. (Ford), has opened for business in a new building.

The new building was erected on the site of the firm's old building, which was destroyed by fire in December, 1944.

* * *

Morgan's New Dealership Almost Ready in Canton

Construction of a $25,000 garage and showroom for Morgan Motor Sales Co., Canton, O., is nearing completion.

A second floor will be installed on the 50 by 80-foot building later, **Edmund W. Morgan**, owner of the company, said. Morgan, dealing only in used cars, will do body, fender, frame straightening, motor tune-up and paint work when the new building is in use.

* * *

Coons Motor Opens In Sioux City, Ia.

Coons Motor Co. has opened at 713 Nebraska St., Sioux City, Ia. It is a Packard dealership and will also distribute the Willys line in 23 counties in northeast Iowa, southeast South Dakota and northeast Nebraska.

Kenneth Coons has been in the auto business in Sioux City for 20 years.

* * *

Beacon Motors Appointed By Lincoln-Mercury

Beacon Motors, Nelson, B. C., has been appointed Lincoln - Mercury dealer. **Len Bailey** and **Ted Swendson** are the owners.

The dealership is planning erection of a modern $20,000 building. The present site, 701 Baker St., will be included in the area to be occupied by the new quarters. An additional 50 feet of frontage on Baker St. has been secured.

* * *

Inland Motors to Construct $25,000 Building

Inland Motors Co. (Kaiser-Frazer), Casper, Wyo., will soon begin construction of a new 65 by 140-foot steel and brick building to cost $25,000. The new structure will contain an office, showroom and service shop.

A large warehouse for the new firm is already under construction.

* * *

Used Car Dealers Expand In Oakland, Calif.

Oakland, Calif., used car dealers are expanding their facilities. Victory Motor Sales, headed by "Nick" **Carter**, is making improvements, including resurfacing of the lot, at new quarters at 3735 Broadway.

A new lot has been opened at 88th and E. 14th St. by **B. M. Gordon**, while **Joe Donham** is doing business at a new spot, 30th and Broadway.

* * *

$120,000 Building Started By Ferman in Tampa

Ferman Motor Co. (Chevrolet) has begun construction of a two-story building on Washington St., Tampa, Fla. Cost is $120,000, **W. F. Ferman**, president, said. The east half of the new building will house a service department for Chevrolet trucks. The dealership will continue to use its building at 407 Jackson St. for Chevrolet sales rooms.

The west half of the structure will be used by Tampa Motors (Oldsmobile) and will include a sales room, service section and parts department. Ferman estimated that the building will be completed within four to six months.

* * *

Middlesex Motors Reopens Expanded Dealership

Middlesex Motors, Ltd. (Ford), is reestablished in its building, Talbot St. at Queens Ave., London, Ont., after extensive renovation, expansion and new equipment installation, **Joseph D. Isaacs**, manager, announced last week. During the war the Department of National Defense used the premises.

A feature of the reopened dealership is the tinted walls in the service department and the finishing of machines in distinctive colors. The dealership also handles Ford-Ferguson farm systems equipment. It has represented the Ford line in London for the past 24 years.

* * *

Transport Motor Appoints Johnson Branch Manager

While continuing in charge of the Packard dealership which bears his name in Oakland, Calif., **Reynold C. Johnson** has been named manager of branches for Transport Motor Co., Willys distributor in California.

J. C. Morrison, sales manager for the Johnson firm has been placed in complete charge of sales and service for both Willys and Packard.

* * *

Complete

60 Atlanta Dealers Offer Full Hudson Service

Expansion of Hudson sales and service organizations in the Atlanta, Ga., area was announced last week by **Cecil Loeb**, zone manager.

Sixty dealers, he declared, are prepared to offer complete Hudson service.

* * *

Ramp Motor Sales Named By De Soto-Plymouth

Ramp Motor Sales, with **George Ramp** as president, has been named distributor for De Soto and Plymouth in the Marion, Ind. area. An extensive remodeling and renovating program has been started in the firm's offices and service and sales department at 1007 S. Washington St.

* * *

Hull-Dobbs Opens Branch

Cleveland branch of Hull-Dobbs, Inc. (Ford), has opened. **A. A. Neville** is office manager; **Michael Zelinia**, parts manager, and **Raymond Uhler**, service manager.

* * *

Gets De Soto Franchise

Bosch Motor & Appliance Co., Hales Corners, Wis., owned by **Ed Bosch**, has been appointed by De Soto and Plymouth. A complete parts department has been opened.

* * *

Dockterman Named By Kaiser-Frazer

Louis Dockterman, Davenport, Ia., has been appointed distributor by Kaiser-Frazer for 15 counties in southeastern Iowa, western Illinois and Missouri. He has been in the automotive business since 1917 and in his present location, 531 W. Third St., for the past 25 years. The building has been redecorated and remodeled.

* * *

Ballou & Wright Is 50

Ballou & Wright, pioneer automotive wholesale house of the Pacific Northwest, which for the past 50 years has been headed by **O. B. Ballou** and **Charles F. Wright**, is this month celebrating its golden anniversary.

* * *

Caddy Promoted

Fred L. Caddy, who has been with Dowd-Feder, Inc., Cleveland, for the past 13 years, has been named general manager.

* * *

Ehrman Dealership

G. B. Ehrman, veteran automobile salesman, will operate a Packard dealership in Cleveland.

* * *

Brown Motor Sales

Brown Motor Sales Co., Toledo, has been incorporated by **Willis E. Brown, Willis Brown jr.**, and **Robert W. Brown**. It will have 600 shares of stock of no par value.

* * *

Simpson-Bradley Named

Simpson-Bradley Motor Co., headed by **John Simpson** and **Jack Bradley**, has been appointed dealer for Kaiser-Frazer in Fort Valley, Ga.

* * *

Hillsboro Gets Packard

Hillsboro (Ore.) Sales Co., headed by **Tom C. Doyle** and **Chapman Bros.**, has taken on the Packard line.

* * *

McDaniel Opens

McDaniel Motors (Hudson) has opened for business at Oregon City, Ore.

* * *

Scruggs Expands

Hart-Scruggs Motor Co. (Hudson) will double floor space of its showroom, provide additional service shop space and a new service entrance in expansion now underway at 304 W. Barraque St., Pine Bluff, Ark. **A. M. Hart** is president.

* * *

Silver Anniversary

National Bushing & Parts Co., Minneapolis, is observing the twenty-fifth anniversary of its founding. The firm, headed by **Aime E. Pouliot** and **J. Ray Riley**, has outlets in seven Minnesota cities. The firm issued a 34-page brochure commemorating the anniversary.

* * *

Marks 26 Years

L. B. Etter & Sons of New Market, Ind., celebrated its twenty-sixth anniversary as a Ford dealership by holding an open house for the public of the community and area.

* * *

Monticello Firm Sold

Monticello Auto Co. (Nash), Monticello, Wis., has been purchased by **Ted Zerbuchen** and **Jake Krieg**, who formerly operated an auto repair business in the same building.

* * *

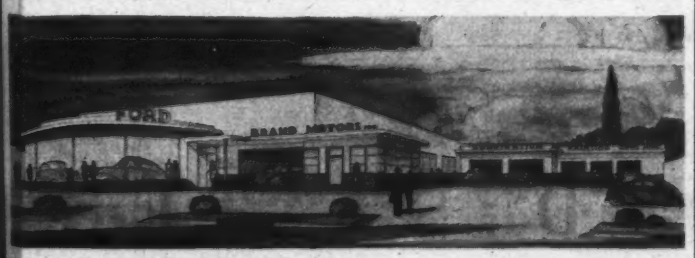
J. J. Medford, a member of Parrish-Medford Motors, Inc., Oxford, N. C., has been named manager of the Oxford branch office of Carolina Motor Clubs.

* * *

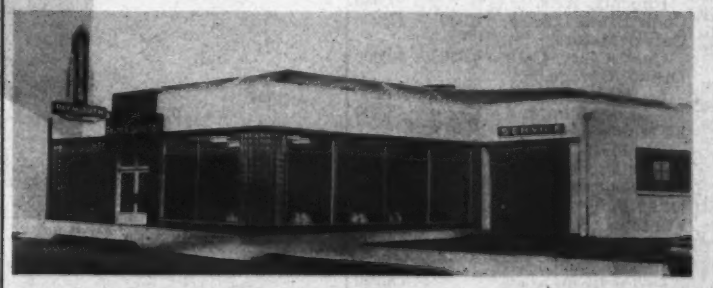
F. D. Hughes has been appointed wholesale manager and **A. B. Gurene** named retail sales manager of Davis Motors Inc., Memphis distributors for Willys-Overland.

* * *

After three years in the Army, **L. B. Cook** has returned to Mountjoy Co., of San Antonio and Houston, Tex., as sales manager, and **Raymond Bixby**, after 3½ years in the air corps, as salesman for the firm.



ARTIST'S CONCEPTION of Brand Motors, a new dealership going up at Crenshaw and 8th Sts., Los Angeles. The firm is investing $150,000 in a "future with Ford."



THIS NEW STRUCTURE is the home of Frank A. Gatto Co. (Chrysler-Plymouth) in Richmond, Calif. It represents an outlay of $150,000, Gatto said. Gatto previously held a dealership in Alameda, Calif. The building has a frontage of 150 feet and a depth of 200 feet, and was opened for business on March 4.

Calif. Leads on Outlay

68 Ford Dealers in 'Southland' Spending $1,800,000 To Enlarge and Improve Facilities

LONG BEACH, Calif.—Southern California Ford and Mercury-Lincoln dealers are reported to be outdistancing dealers in all other sections of the United States in expenditures for building improvements, new buildings and additional floor space and service facilities.

This territory, under the supervision of the Long Beach Ford branch, is the richest car-per-capita in the country. Of its 156 dealers, 68 have expended $1,856,056 in the construction and enlargement program, or an average of about $27,000 per dealer. They have added a grand total of 297,160 square feet of service space to their prewar facilities.

Crenshaw Motors, Los Angeles, is spending $150,000 for a new building. Doc Tuttle is also expending $125,000 on a new dealership in Los Angeles.

In Long Beach Art Hall is spending $72,000 in remodeling and expanding his present dealership. In Alhambra Lyle Puckett has spent $70,000 for improvements to his dealership. Les Kelley, in Los Angeles, is spending $70,000 for improvements. King Motor Co. of Huntington Park and Cherry Motor Co. of National City have spent $45,000 each in improvements and enlargements.

Herewith is a list of dealers who have or are spending money for new buildings, improvements, etc.:

NEW BUILDINGS

....	Service Space Added Sq. Ft.	Cost
Chief Chamberlin	4,500	$ 30,000
Davis & Sparks	3,600	37,000
Pearson Motor Co.	19,925	47,000
Jesse R. Ellico	500	10,000
Dee Motor Co.	5,400	35,000
Harlan Loud		12,000
Ben Hensley Motors	4,500	26,000
D. H. Staley	8,350	30,000
Al Menasco	7,000	29,600
Boyle & Fox		25,000
Jesse E. Smith	5,000	9,000
Citrus Motors	3,150	19,500
Crenshaw Motors	16,800	150,500
W. I. Heath	7,500	51,200
Geo. Haberfelde Wasco, Calif.		12,000
Geo. Haberfelde Bakersfield, Calif.	5,750	31,398
Midway Motor Sales		11,500
Brown & Galpin	8,000	50,000
Taylor Motors	4,700	49,000
Art Hall	8,000	72,000
Doc Tuttle	13,500	125,000
Chas. G. Boice, Nogales, Ariz.	2,000	51,000
Manuel Ezroj, Ensenada, Baja, Calif.	4,000	35,000
Knickerbocker's Santa Ana, Calif.	2,850	30,000
T. Lyell Puckett, Alhambra, Calif.	12,000	70,000
Chas. Soderstrom, Inc., San Pedro, Calif.	10,350	42,000
Taylor-Owen Motors, Kingman, Ariz	6,900	25,000
Total	164,275	$1,115,698

MODERNIZATION AND ADDITIONS

	Service Space Added Sq. Ft.	Cost
Bay Shore Motors, San Diego		12,010
L. E. Belknap Co., San Dimas, Calif.		7,500
Blackwell Motor Co., Maywood, Calif	5,200	17,000
Frank Carroll, L.A.		5,500
Central Motors, Indio, Calif.		18,000
Cherry Motor Co., National City, Calif.	7,500	45,000
Consolidated Motors, Phoenix, Ariz.		7,650
Cook Bros., L.A.	6,000	11,000
Culver Motors, Culver City, Calif.	4,875	10,000
Drew's Garage, La Mesa, Calif.	3,000	39,250
W. D. Dunham, L.A.		9,000
El Monte Motor Co., El Monte, Calif.	7,400	16,800
Ira E. Escobar, El Segundo, Calif.	4,600	14,750
D. P. Folly, Yuma		1,749
Fontana Motor Co., Fontana, Calif.	4,264	3,972
Fortner Motor Co., Los Angeles		8,250
Calvin P. George, Elsinore, Calif.		1,000
Boyd H. Gibbons, Los Angeles	5,500	24,500
Glendale Mtrs., Inc., Glendale, Ariz.	3,200	13,800
Homer Heller Co., Escondido, Calif.	6,000	33,000
Homer Heller Co., Oceanside, Calif.		6,000
Les Kelley, L.A.	10,500	70,000
King Motor Co., Huntington Park, Calif.	15,000	45,000
Lindt-Wilson Motor, Inc., S. Gate, Calif.	4,524	24,800
Madison Motors, Phoenix, Ariz.	7,000	35,000
McCoy Motor Co., Anaheim, Calif.	1,800	12,000
McCoy & Mills, Fullerton, Calif.		30,000
Paulk Motor Co., Banning, Calif.		9,500
Riley Motors, Santa Monica, Calif.	4,800	16,000
Walter W. Ritchey, Casa Grande, Ariz.	2,500	10,000
Sachs Motor Co., Globe, Ariz.	2,472	7,000
Sachs & Sons, Downey, Calif.	3,700	28,500
Schultz & Peckham, Torrance, Calif.		4,000
Snyder-Lynch Mtr., Inc., Burbank, Calif.	800	4,800
Southland Motors, Inc., Lynwood, Calif.		4,198
George M. Sutton, Inglewood, Calif.	3,750	20,000
Homer C. Thompson, Santa Barbara, Calif.		7,804
Tupman Motors, LA		35,000
University Motors, San Diego	2,500	27,025
Whiting Bros., St. Johns, Ariz.	9,000	14,000
Young-Johnson Co., Long Beach	7,000	30,000
Grand Total Building Expenditures	297,160	$1,856,056

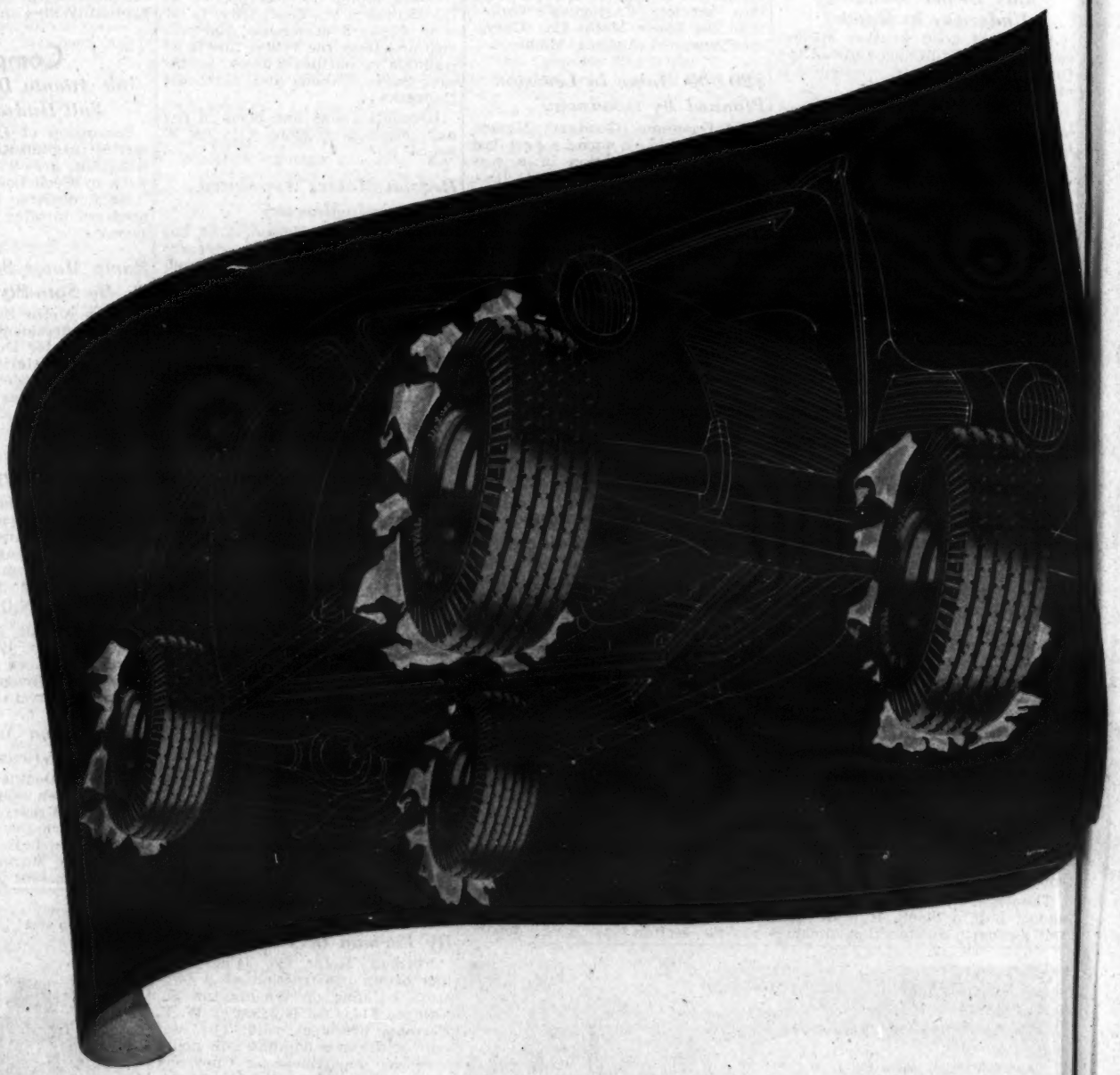
DECISION TO incorporate the Detroit Automotive Golden Jubilee was taken by the Civic Committee above. From left are J. Hal Ressler, of Stuart-Ressler Associates; Fred L. Black, public-relations director of Nash-Kelvinator; Charles E. Boyd (seated near wall), Retail Merchants Assn.; Charles M. Mohrhardt, Detroit Public Library; Ray Miller, director of Detroit Historical Museum; Harold Hastings (near wall), Detroit Adcraft Club; Leo Fitzpatrick, vice-president, Radio Station WJR; Dr. Joseph A. Mayne, chairman, Detroit Round Table of Catholics, Jews and Protestants; David Idzal, Jubilee Queen committee, president, Fox Theatres; George Stark, president, Detroit Historical commission; William H. McGaughey, Jubilee interim secretary and manager public relations, Automobile Manufacturers Assn.; Manley E. Irwin, Board of Education; Vann A. Wait, business manager, Detroit Music Hall; Edward M. Swan, Fair Employment Practices committee.

Name 7 to Head Patent Council

GARY, Ind. — Election of seven smaller manufacturers to serve as governors of National Patent council and to lead a nationwide educational program in defense of the patent system was announced here last week by John W. Anderson, Gary manufacturer of automotive equipment and president of the council.

Elected were: Henry K. Norton, treasurer, Walter Kidde & Co., New York; Melvin M. Johnson jr., president, Johnson Automatics, Inc., Boston; E. A. Terrell, president, Terrell Machine Co., Charlotte, N. C.; Phil T. Sprague, president, Hays Corp., Michigan City, Ind.; W. L. McKnight, president, Minnesota Mining & Mfg. Co., St. Paul, Minn.; C. B. Hasford, president, L.P.G. Equipment Corp., Dallas, Tex., and Jay C. Perrin, president, Towlsaver, Inc., Los Angeles.

Four



UNITED STATES

Little Rise in Oil Prices Seen In End of OPA Controls

WASHINGTON.—Continuation of OPA price controls over the petroleum industry constitutes a threat to national security, means seasonal shortages of petroleum products and can do serious damage to the welfare of the people, the House Banking and Currency committee was told last week by representatives of American Petroleum Institute.

Witnesses said that there is no shortage of crude oil to meet any foreseeable demand so that no present question of shortage is involved; there is a surplus of refining capacity and an adequate and functioning transportation system; no material advance of petroleum prices will follow removal of OPA controls because of these conditions and the highly competitive nature of the industry.

"Price conrtols can never be made fair and equitable," according to J. Howard Pew, Sun Oil president, "for neither a few men nor several hundred thousand can be substituted for the day-by-day functioning of a free market reflecting the judgment and desires of the consuming public.

"No matter how well-intentioned, the price fixers can never keep up with the changing economic picture. Necessarily, large segments of industry and commerce always shall be knocking at your door for relief from the maladjustments created in their operations, and when such relief is not promptly forthcoming, production is impaired and the public suffers.

"American industry an business cannot be operated by formula. If they could, it would have been figured out years ago and all business enterprises would be successful while their managers could go on year-long vacations. Enterprises are successful when they adjust themselves to changing conditions. They retrogress when they become static."

Erickson Organized

Erickson Motor Co. has been organized in Coon Valley, Wis., the incorporators being **Henry, Josephine and Howard Erickson.**

Marin Dealers Advertise 5% Rate on New Cars

Marin County, Calif., Motor Car Dealers Assn. is using newspaper advertising space to announce a 5 percent interest rate on new car contracts. It urges prospective purchasers to "Buy, Finance and Insure Your Car" from the members listed in the ad.

"Selling you insurance is only the first and most simple step in adequate protection," the association states and then asks "Who is better qualified to select the correct coverage for each owner than the dealer who is to estimate and repair the damage? And when you need assistance in filing claims and adjusting losses, who but an automobile man can properly assist you in a quick and satisfactory settlement?"

Kemp Moves

Kemp Motors, Inc. (Lincoln-Mercury), Akron, has moved from 660 N. Main St. to 249 W. Market St. The new quarters give the firm 30,000 square feet of floor space.

Revised Car Prices

Here Are New Listings Set by OPA on Ford, Chrysler, Nash, Hudson

WASHINGTON.—The newly revised OPA retail prices for Chrysler, Ford, Nash and Hudson cars, adjusted upward to reflect the recent wage increases, compare with the previous ceilings as follows:

Retail ceiling price (does not include excise taxes, transportation, preparation and handling charges or optional equipment).

Ford

	New	Old
DeLuxe Eight		
3 pass. coupe	$ 846	$ 834
Tudor sedan	895	882
Fordor sedan	945	931
Super Deluxe Eight		
3 pass. coupe	904	891
Tudor sedan	954	940
Fordor sedan	1,004	989
Sedan coupe	991	977
Deluxe Eight Chassis with open or closed end	687	676
Super Deluxe Eight		
Conv. coupe	1,139	1,124
Station wagon	1,186	1,170
Chassis with open or closed front end	754	744

Lincoln

	New	Old
Sedan, 4 door, Model 73	$1,825	$1,799*
Club coupe, Model 77	1,810	1,784*
Sedan, 4 door, Model 73, with custom interior	1,943	1,915*
Club coupe, Model 77, with custom interior	1,928	1,900*

*1942 Model prices for Lncoln-Zephyr.

(Lincoln-Zephyr called Lincoln in new 1946 line.)

Conv. coupe	2,261	2,229
Cont. coupe	3,445	3,394
Cont. cabri.	3,511	3,459

Mercury

	New	Old
Sedan (2 door)	$1,129	$1,114
Town sedan (4 door)	1,177	1,162
Sedan coupe	1,166	1,151
Club conv.	1,338	1,320
Chassis, with open or closed front end	846	835
Station wagon	1,350	1,333

Hudson

	New	Old
No. 51 Series Super Six		
Chassis	$ 843	$ 831
3 pass. coupe	1,101	1,085
Brougham (2 door)	1,127	1,111
Sedan (4 door)	1,164	1,147
Club coupe (6 pass.)	1,162	1,145
Conv. Brougham	1,446	1,426
Commodore Six		
3 pass. coupe	1,208	1,191
Sedan (4 door)	1,280	1,263
Club coupe	1,282	1,264
Brougham (2 door)	1,247	1,230
No. 53 Series Super Eight		
Chassis	932	919
Club coupe	1,286	1,268
Sedan	1,289	1,270
Commodore Eight		
Sedan	1,353	1,334
Club coupe	1,341	1,323
Conv. brougham	1,587	1,565

Plymouth

	New	Old
Deluxe		
4 door sedan	$ 999	$ 998
2 door sedan	949	947
3 pass. coupe	912	910
Club coupe	990	988
Special Deluxe		
4 door sedan	$1,027	$1,025
2 door sedan	987	985
3 pass. coupe	952	951
Club coupe	1,029	1,028

Dodge

	New	Old
Deluxe		
4 door sedan	$1,087	$1,086
2 door sedan	1,044	1,043
3 pass. coupe	981	980
Custom		
4 door sedan	1,147	1,145
Club coupe	1,137	1,136

De Soto

	New	Old
Deluxe		
4 door sedan	$1,169	$1,168
2 door sedan	1,139	1,138
3 pass. coupe	1,061	1,060
Club coupe	1,161	1,160
Custom		
4 door sedan	1,230	1,229
2 door sedan	1,204	1,203
Club coupe	1,220	1,219

Chrysler

	New	Old
Royal		
4 door sedan	$1,265	$1,264
2 door sedan	1,237	1,236
3 pass. coupe	1,143	1,142
Club coupe	1,262	1,261
Windsor		
4 door sedan	$1,353	$1,352
2 door sedan	1,302	1,301
3 pass. coupe	1,205	1,204
Club coupe	1,317	1,316
Saratoga		
3 pass. coupe	1,429	1,428
2 door sedan	1,496	1,495
Club coupe	1,517	1,516
4 door sedan	1,530	1,529
New Yorker		
3 pass. coupe	1,521	1,520
2 door sedan	1,588	1,587
Club coupe	1,591	1,590
4 door sedan	1,604	1,603

Nash

	New	Old
"600" Series		
4649	$ 995	$ 987
4643	1,047	1,038
4648	1,051	1,041
Ambassador 6		
4669	1,083	1,084
4663	1,174	1,185
4668	1,183	1,179

Vital Spots

U. S. ROYALS ARE DESIGNED, built, and tested on the premise that they are the vital contacts between the automobile and the road.

It is their function to transmit power from the engine to the road—to cushion the vehicle and the load—to guard the safety and comfort of all who ride in automobiles.

"U. S." Coordinated Engineering, guided by over 100,000,000 test miles of experience every year, is another reason why U. S. Royals are the original equipment choice on America's leading cars and trucks.

U.S. TIRES

Serving Through Science

U. S. RUBBER COMPANY

6600 East Jefferson Ave., Detroit 32, Michigan
5675 East Anaheim Telegraph Rd., Los Angeles 22, Calif.

Still A Question

U. S. Supreme Court Sidesteps State Ban On Closed-Shop Issue

WASHINGTON. — Whether a state may outlaw the closed-shop still remains an undecided issue as far as the Supreme court is concerned even though the matter did come up last week.

After 54 AFL organizations challenged the outlawing amendment to the Florida constitution in 1944, a federal district court ruled the amendment lawful.

The Supreme court held Monday that the lower court's action was premature. It ruled that Federal courts should not pass on the validity of the Florida voters' action until state courts fully interpret its meaning and sift issues that may conflict with the Federal constitution. Dissenting Justice Frank Murphy said the matter should be given immediate attention by the high tribunal.

In another case, it ruled that an OPA administrator must be "specific and unambiguous" to sustain a criminal prosecution of price control violations.

The government lost its case against four Massachusetts labor officials charged with violating the Federal kick-back act. The court held that the officials adhered to established closed-shop practice in collecting initiation fees from workmen on a Federal project.

If the officials afterwards pocketed the funds for their own use in violation of union rules, that evil falls outside the reach of the kick-back legislation, the court held.

The court agreed to rule on whether it was lawful for Congress to approve a legislative "rider" specifically ordering the removal of three civil service employes from the Federal payroll.

Brown-Clark Open in Ga.

H. S. Brown and H. W. Clark have opened the Brown-Clark Motor Co. in Sylvester, Ga., to handle Kaiser-Frazer cars. The firm is at 118 Kelley St. G. L. Purdom is manager.

Crosley Sets Early May For Start of Output

MARION, Ind.—While paying his first visit to Marion since the Peerless of America plant was acquired by Crosley Motors, Inc., Powell Crosley jr., president of the new firm, predicted that the first new Crosley lightweight cars will be coming off the assembly lines early in May.

The entire Marion plant has been remodeled. New equipment installed here includes some not yet in use at the large auto manufacturing concerns, Crosley said.

Province Charges For Insurance

VANCOUVER, B. C.—Automobile and truck owners in Saskatchewan and drivers will be required to pay additional charges when they get their 1946 licenses. In return for these charges, compulsory automobile insurance will be issued with maximum benefits up to $5,000.

Drivers will be required to pay an extra $5 on automobile licenses and an extra $1 on drivers' licenses.

Names in the News

James D. Mooney

JAMES D. MOONEY, who recently became chairman of the board and president of Willys-Overland Co., has developed an automotive program with a philosophy behind it. In short, he would have you look for utility rather than glitter from the Willys line, which has started off with the Universal Jeep. To follow are a utility station wagon, a truck and a light passenger car.

Mooney, former head of General Motors' overseas operations, moves fast. The day after he was elected to his posts at Willys, he turned up at 9 a.m. at the Wolcott Blvd. plant in Toledo. By evening he had held a score of conferences with department heads. By the end of the following day he had been through every department of the factory and its 5½ million square feet of floor space.

Now 61 years old, Mooney is more than six feet tall, tops the 200 mark and has a genuine Irish friendliness. He was born in Cleveland and started life as a newsboy. He worked his way through Case School of Applied Science (Western Reserve), and after a time as a mining engineer in Mexico and California, he joined the engineering staff at Westinghouse, took a year out to be an associate editor of American Machinist, then went with B. F. Goodrich as engineer and department manager. He was next associated with Hyatt as general sales manager.

* * *

AFTER the first World War, Mooney became general manager of of the Remy Electric Co., and two years later, General Motors placed him in charge of its export activities upping him in 1922 to a vice-presidency in charge of overseas operations and the presidency of the export division. During the first six years of Mooney's direction, sales of GM cars and trucks abroad soared from $20 million to over $250 million, and by 1938, last full peacetime year, the overseas operations was the second largest of the 41 divisions of GM — next only to Chevrolet — and controlled the operation of seven complete manufacturing plants in foreign countries, 16 assembly plants and a global network of warehouses and branch offices.

In the first World War he was an Army captain, in the second a Navy captain.

* * *

MOONEY believes that the "automotive industry stands at the threshold of a new era in which the economic service and necessity of the auto, to which we were awakened by the war, will relegate to the background over-emphasis on style engineering."

He sees the economic forces which will re-establish the auto as a prime mover of goods and people, rather than a luxury item, as "unmistakable in their character and irresistible in their force and power."

Santa is a Piker

Anxious Public Brandishes Gifts Every Day Before Weary Dealers

CLEVELAND. — (UTPS) — The public is trying its best to create a black market in new cars in Cleveland, dealers here said last week.

Faced with offers without precedent in their business and trying to allocate their far-too-few autos to those who need and deserve them, dealers have developed jitters of an advanced stage.

For the first time in their careers, many have reached a condition in which they hate to go down to work in the morning. They hate to face the music.

Here are typical offers made to dealers, in addition to ceiling prices, three cases of Scotch whisky, suits of clothes, a 1937 car in good repair, a large diamond ring, topcoats, cash, ranging from $25 to more than $1,000.

Offers of this kind are prefaced with a corner-of-the-mouth remark as, "Now, don't get mad, but I'd like to give you a little present for yourself." These customers are politely ushered out the door.

Dealers and their salesmen have become calloused to the $25 and $50 offers. "You're a piker," is their reply to such petty chicanery.

One would-be buyer entered a shop, studied a $1,500 car and pulled out two $1,000 bills. "Keep the difference," he said, "and let me have this job." He was bounced, gently.

Politeness is a major complication. The auto dealer, like any seller who wants to stay in business for a long time, must keep the customer as friendly as he can, even though the latter is suffering a temporary lapse in honesty.

An idea of the demand for new cars is given by one dealer who has filed names of 1,800 would-be purchasers. Company orders run in batches of from five to 20 new autos.

ROBERT LIGHTBODY

He's one of the many newspaper boys of The Evening Bulletin who made a great "war record" by selling savings stamps to Philadelphians.

It all started away back in September, 1941, when more than 3000 newspaper boys of The Evening Bulletin pledged themselves to serve as "Official U. S. Defense Agents for the Sale of Stamps and Bonds."

They went to work—boys like Robert Lightbody. As they delivered their papers, they'd keep saying, "How many stamps today, Lady?" Sales zoomed. The idea spread to other newspapers in other cities. By last December, American newspaper boys had sold nearly one and three-quarter billion ten-cent stamps (1,740,735,355).

When the pioneering young Philadelphia merchants were "mustered out" of the service in December, The Bulletin gave them a big party—with music, movies, vaudeville and all the trimmings. And each star salesman received an "honorable discharge" from the U. S. Treasury Department.

Here was another special activity which shows how closely The Bulletin lives with the people of Philadelphia. It helps to explain why The Bulletin is the preferred newspaper of these people . . . why they trust The Bulletin editorial content . . . *why they use The Bulletin advertising columns as their reliable shopping guide.*

* * *

The Evening Bulletin has a circulation exceeding 600,000, the largest evening circulation in America. It is read by four-fifths of the Philadelphia families.

IN PHILADELPHIA—NEARLY EVERYBODY READS THE BULLETIN

53.7% ON THE SPOT

says the Courier-Express is On the BEAM!

The on-the-spot advertiser and his agency should know how best to reach a market's buying power. That's why it's significant that:

Of the nearly 1,000,000 lines of 1945 general advertising placed direct in Buffalo, or by Western New York or neighboring Canadian advertising agencies, 53.7% appeared in the Courier-Express.

Whether your advertising appeals to men, or to women, or to both—

In Buffalo you NEED the

Buffalo Courier-Express

Buffalo's Only Morning and Sunday Newspaper

Below January Mark . . .

Truck Haulage Drops 7.4 Percent in Month

WASHINGTON.—Freight volume transported by motor carriers in February dropped 7.4 percent below January and decreased 10 percent below February of last year, the American Trucking Assns. reported last week.

Comparable reports received by ATA from 208 carriers in 37 states showed these carriers transported an aggregate of 1,542,484 tons in February, as against 1,666,535 tons in January and 1,714,661 tons in February, 1945.

The ATA index figure, computed on the basis of the average monthly tonnage of the reporting carriers for the three-year period of 1938-1940 as representing 100, was 151.9.

Approximately 87 percent of all tonnage transported in the month was hauled by carriers of general freight. The volume in this category decreased 4.5 percent below January and was 7 percent below February, 1945.

Transportation of petroleum products, accounting for about 7 percent of the total tonnage reported, showed a decrease of 15.8 percent below January and a drop of 22.5 percent below February, 1945.

Carriers of iron and steel hauled about 2 percent of the total tonnage. Their traffic volume was 51.4 percent below January and 57.4 percent below February, 1945.

New Dealer Buildings

6 De Soto Dealers in N. C. Erect New Buildings

Rawls Motor Co., De Soto distributor in Raleigh, N. C., announced last week that six dealers in North Carolina are now erecting new buildings. The dealerships are as follows:

Harrison Motors, Henderson; Griffin Motor Co., Williamston; W. & S. Motor Co., Dunn; Ray Bandy, Rocky Mountain; Coastal Motors, Enfield; C. J. Carroll, Goldsboro. All of the dealers, with the exception of Carroll, are new dealers.

* * *

Mathewson & Gerdis Build $17,000 Home in Bisbee

Mathewson & Gerdis Motor Co. (Studebaker), Bisbee, Ariz., will be housed in a $17,000 building now under construction. The structure will be 151 feet wide, 70 feet deep on one side and 25 feet on the other.

One section will be occupied by a service station, with the remainder for displaying cars, a general repair shop and body and paint department.

* * *

Marsh Motor (Buffalo) Opens New Quarters

Marsh Motor Corp. (Studebaker), Buffalo, has opened its new salesroom and service department at 2061 S. Park Ave. The service is departmentalized and has truck facilities, **Ted Marsh** announced last week.

* * *

Creston Buick Sales Erects Building

A new building, 60 by 120 feet, is being constructed by Creston Buick Sales Co., Creston, Ia. The firm has been a Buick dealership for 27 years. The new building will be brick, tile and steel, and will have an automatic oil heating system.

* * *

Gerlach in New Home

Gerlach Motors (Chrysler), Scarsdale, N. Y., has moved into new quarters. The dealership now has 10,000 feet of space. **Harold Gerlach** expects to be released from the Army soon.

* * *

Cleveland Builds

John Hargis is erecting an $8,000 concrete block building, to house Cleveland Motor Co., a new dealership for Kaiser-Frazer at Cleveland, Tenn.

* * *

Callaway Builds

Callaway Motor Co. is erecting a new salesroom and service building at the corner of Ocoee and 31st Sts., Cleveland, Tenn., to cost $12,000.

* * *

Way Motors to Build

Plans for a showroom at Northwest Seventeenth and Broadway, Vancouver, B. C., for Way Motors (De Soto-Plymouth) were announced last week.

* * *

New Home for Lawson

Lawson Motor Co. is erecting a new building on Broad St., Cleveland, Tenn., at a cost of $2,000.

* * *

J. T. Parrott and **Richard T. Steel** have purchased for $20,000 the building now occupied by Parrott-Steel Chevrolet Co.

NASH DEALERSHIP in Indianapolis, known as the Pennsylvania Motor Inn, has more than 60,000 square feet of floor space. President of the dealership is Skiles E. Test; general manager is F. D. Ewing.

Fewer Trailers Made in Dec.

WASHINGTON.—Production of civilian truck trailers with a rated capacity of five tons or more amounted to 3,652 trailers in December, 1945, as compared with 3,894 in November, 3,785 in October, and 2,820 in September, Bureau of the Census stated last week.

The number of truck trailer chassis shipped as such is estimated at 290 in December, 368 in November, 332 in October, and 305 in September.

Others are profiting from AN Want Ads, why not you? See inside backcover.

Bobbi Car to Use Aluminum if Steel Is Unavailable

SAN DIEGO. — Announcement was made here last week that Bobbi Motor Car Corp. is prepared to go to aluminum stampings if steel should become unavailable. The statement was made by S. A. Williams, president of the company, who revealed that his engineers designed body panels for the new Bobbi-Kar in order to simplify this possible eventuality.

Machinery for stamping these panels is awaiting installation in a new plant which the company is now considering, it was reported.

The corporation has submitted bids to the War Assets Corp. for two major buildings and surrounding land plus 33 acres of ground, all of which was formerly operated by Consolidated Vultee Aircraft Corp.

New Chevrolet Dealer

Metropolitan Chevrolet Co. Inc. has been incorporated in Springfield, Ill., by **T. W. Hoehn, E. W. Bates** and **Irene Lochridge.**

"They tell 'em... we sell 'em!"

TEXACO DEALERS have the backing of a powerful lot of advertising in leading magazines and farm journals . . . plus the popular Texaco Star Theatre radio program starring James Melton and Ed Wynn on a nation-wide hook-up every Sunday night . . . thousands of billboards from coast to coast . . . and a wide variety of localized dealer sales material.

This helps to keep millions of car owners sold on Texaco Dealers and Texaco petroleum products. Just one of the many reasons why *Texaco Dealers are busy dealers!*

THE TEXAS COMPANY

TEXACO REG. T.M.

A Great Line-up for TEXACO DEALERS

FIRE-CHIEF and Sky Chief GASOLINES
TEXACO and HAVOLINE MOTOR OILS • MARFAK
CHASSIS LUBRICATION • REGISTERED REST ROOMS

In the Hopper . . .

Further Liberalizing Seen For Work Injury Laws

NEW YORK.—Probability that a trend of recent years toward liberalization of workmen's compensation laws will extend into 1947, when 45 state legislatures will convene in regular session, is indicated by an analysis last week of developments in the comparatively few state legislative sessions this year.

Significant of the trend were several bills enacted by the 1946 Kentucky legislature, including a measure requiring employers of three or more persons in hazardous jobs to operate under the state workmen's compensation law or provide equivalent protection. Kentucky law heretofore has made it optional for employer and employe to fall under the scope of the compensation law.

Also passed by the Kentucky legislature was a bill increasing benefits paid under the workmen's compensation act by approximately 24 percent.

Another Kentucky measure enacted this year provides for compensation payments to partially disabled workers who suffer subsequent injuries. The bill makes the employer liable only for the degree of disability that would have resulted from the latter injury had there been no previous injury.

Introduced in the 1946 Virginia legislature was a bill to raise maximum payments of workmen's compensation from 55 to 65 percent of the weekly wage, and to life specified weekly maximum payments from $18 to $30 and minimum payments from $6 to $18. This measure was not enacted.

Bills to liberalize New York State's workmen's compensation laws flooded its legislature, although a final tally as to the outcome of the proposals is not yet available.

A number of bills to liberalize workmen's compensation also were introduced in Rhode Island and in other states with legislatures meeting this year.

A bill to set up a workmen's compensation law in Mississippi, the only state now lacking such a statute, was approved by the Mississippi House of Representatives but it appeared doubtful last week whether the proposal would get through the state senate.

Under the Mississippi bill, weekly payments to injured employes would range from $7 to $25, with the death payment carrying a maximum of $8,600.

Jobless Pay for Strikers Voted Down in Mass.

A bill which would have allowed unemployment compensation payments to workers who had been on strike more than four weeks has been killed by the Massachusetts Senate.

The Massachusetts unemployment tax now is assessed by a merit system depending upon record for continuity in employment. It ranges from a minimum of ½ of 1 percent to 2.7 percent of the total payroll.

GI Preference

Appliance, Radio Shops Appeal to Vets

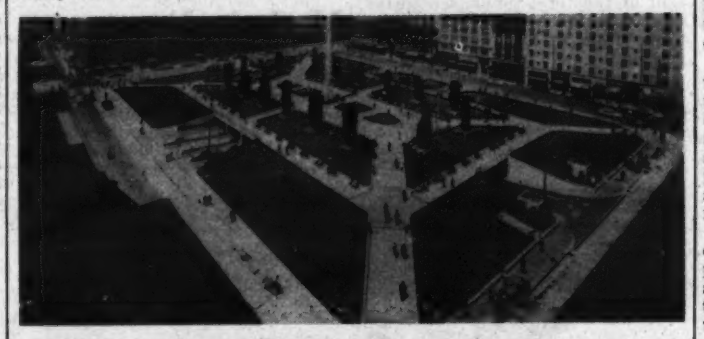
WASHINGTON. — Most veterans interested in starting their own small business want to enter the retail field. Household-appliance and radio shops are the most popular, according to 6,540 inquiries received between Jan. 1, 1945, and Feb. 28, 1946, by the U. S. Office of Small Business.

Next in order of popularity come apparel stores, filling stations, grocery stores, restaurants and other eating places.

A total of 530,000 businesses of all types were discontinued between Sept. 30, 1941, and June 30, 1943. Most of these were small businesses and 375,000 were in retail or service trades. Recent figures show that the number of retail and service establishments is again increasing.

Solving Parking Problem . . .

HERE'S A VIEW of San Francisco's Union Square, in the heart of the downtown area, before work was begun on the underground parking garage. Cost of the project was $1,550,000 of which the Reconstruction Finance Corp. provided a first mortgage loan of $350,000 to be repaid over a 20-year period. Local merchants and property owners bought stock for the remainder of the outlay. Before work was begun, all trees, shrubs, flowers and a monument to Admiral Dewey were removed.



HERE IS Union Square Park as it looks today. The city receives $20,000 yearly rental and taxes from the corporation which operates the garage on a 50-year lease covering the sub-surface of the park. At the left, rear, is the famous St. Francis hotel.

FOUR FLOORS below the surface of San Francisco's Union Square Park, these cars are parked. There are five aisles of cars on each floor. Ventilation of the subterranean building is provided by six huge fans with a capacity of 390,000 cubic feet of air every few minutes.

THE SERVICE department is located on a raised floor above the main floor. Here, employes wash, wax, lubricate and in other ways care for 250 cars a day.—(Acme Photos)

Goodyear Sees Advances from New Latex

AKRON. — New products, improvements in old products, and an end to shortages created by the lack of natural rubber latex, are expected to result from the successful production of a high solids synthetic rubber latex by Goodyear research laboratory, Goodyear Tire & Rubber announced last week.

Dr. L. B. Sebrell is director of the laboratory. It represents the attainment of a goal which the rubber industry has been seeking ever since Japan cut off the nation's supply of natural rubber, he said.

In addition, Dr. Sebrell expects the synthetic latex to find even larger uses than the natural material since it can be "tailor made" or "custom built."

The synthetic latex is expected to find large scale uses in the manufacture of rubber gloves and other dipped articles, insulation for wire and electrical devices, crepe rubber soles for shoes, adhesives, washable paints, and frothed rubber effusions suitable for the upholstery of furniture and the seats in automobiles.

When GR-S rubber was developed during World War II by the polymerization of butadiene and styrene, it was found that the latex thus formed was not suitable for use in the manufacture of dipped articles or for many of the other uses to which natural rubber latex had been put.

You get the best results in our Classified Section, inside back cover.

Dealer Incorporations

Stephens-Franklin in Ariz. Files Charter Papers

Articles of incorporation of Stephens-Franklin Motor Co. (De Soto - Plymouth), Phoenix, Ariz., have been filed with the Arizona Corp. commission.

Incorporators were listed as **Claude P. Stephens jr., Lois M. Stephens, L. H. and Alyse M. Franklin.**

* * *

S. C. Charter for Cuttino

Cuttino Motor Co., Sumter, S. C., has been chartered with authorized capital of $10,000. Officers are **Lawrence F. Cuttino, president; A. C. Burns, secretary-treasurer.**

* * *

Evans Firm in Lakeland

R. S. Evans-Lakeland, Inc., Lakeland, Fla., has been chartered with authorized capital of 100 shares, par value $100 each, to deal in automobiles. Principals are **Frank Lacey, W. J. Curry and T. Daniels.**

* * *

2 Fla. Firms Chartered

New River Motor Co., Fort Lauderdale, Fla., and Coral Gables Motor Co., Coral Gables, Fla., have been chartered with authorized capital of 100 shares, no par value, for each firm. Principals are **Thomas H. Anderson, Greta Mexley and Evelyn E. Kubley.**

* * *

Corbin, Ky., Gets Firm

Valley Motors, Inc., Corbin, Ky., capital $50,000, has been chartered by **J. C. and C. V. Lay, R. S. Carrolk and S. B. Sturgill.**

* * *

Stueart Grocer Co.

Stueart Grocer Co., Nashville, Ark., has been incorporated with authorized capital of $200,000 to deal in automobiles, trucks and farm equipment. Principals are **J. B. Hill, C. G. Hughes, M. L. Stueart, Nina Snow Stueart, Helen Ruth Blagg** and others, all of Nashville.

* * *

Sylva-Jackson Formed

Sylva-Jackson Motor Co., Sylva, N. C., has been chartered to deal in automotive parts and accessories. Principals are **Dan K. Moore and L. W. Bumgarner, both of Sylva, and C. R. Allison, of Andrews.**

Others are prfiting from AN Want Ads, why not you? See inside backcover.

Mono-Wheel
TRAILERS
One and Two Wheel
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MARVILLE DWYER
TRAILER DIVISION
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AMERICAN
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AND MONTERREY

American Airlines provides swift, daily service for Passengers, Air Mail and Air Express to these important Mexican cities with connections beyond to Central and South America. For reservations or information call your travel agent or the nearest American Airlines Office.

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Specialists in Automobile Finance Insurance
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IN CLEVELAND IT'S THE
HOLLENDEN
HOME OF THE FAMOUS
VOGUE ROOM
1000 ROOMS WITH BATH
RADIO IN EVERY ROOM
FIVE FINE RESTAURANTS
Central Downtown Location

Service and Used Car Reconditioning

A Regular Monthly Section for Dealers, Jobbers and Maintenance Men who Service and Lubricate America's 25 Million Motor Vehicles and Recondition Over 3 Million Used Cars Annually

Backshop

Tom's Tops

Aro-Fit

LOF Touch

By Jack Weed

EVER since the days when my old schoolmate Earl Dawson, was in charge of sales for Chevrolet, it has been legendary for the men who wore the top sales toga of that company to set new records. But none has set an all-time record as quickly, as the present sales chief.

And to have that man, who is perhaps the most modest of all Chevrolet sales managers, admit publicly that he had set such a record, certainly electrified the group of newspaper scribes and pharisees who attended a recent luncheon where the new Admanager Charlie French was officially introduced to the press.

One has only to know Tom Keating to realize how foreign boasting is to his nature. Tom is one of those quiet, sincere, hard-working types of executives who get results by getting 100 percent cooperation from every member of his team, the type of guy who wears well with dealers and sales force alike because both realize the innate honesty of purpose that is behind every spoken word and action.

* * *

SO WHEN Tom got up before such a critical audience and said: "Gentlemen, in line with the history of my distinguished predecessors in this job, I have already set an all-time record that cannot be even approached by any other sales manager of this company," you could fairly see ears perk up all around the room.

But amazement turned to good solid belly chuckles when Tom announced the not-to-be-envied record that circumstance has enabled him to pass on to posterity — that of being sales manager for "Chevrolet under strike" longer than any other sales manager.

I might put in the record that the characteristic Chevrolet ability to quickly turn any incident, no matter how trivial, to the credit of Chevrolet, has lost nothing during either the war or strike period. I had mentioned to Joe Hartigan of Campbell Ewald, the Chevrolet advertising agency, that if they had held the party one day earlier they could have honored my birthday as well as Charlie French. When I got back to my office, the central flower piece from the speakers' table was there waiting for me with the compliments of Tom Keating. Thanks, Tom — your kindness provided flowers for our business manager and the wives of the editors.

* * *

TOM IN his talk to the working press also let out one batch of figures that were extremely interesting to me, and I believe will be of interest to others in this great automotive industry of ours. According to no less authority than this same general sales manager of Chevrolet, the P&A sales division (parts and accessories) had a total

(See BACKSHOP, Page 40, Col. 1)

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Truck Check ..... Page 32
Service Doings ..... Page 42

ASI Show Slated For Dec. 9-14 in Atlantic City

Trade Day Dropped, Barring Dealers from Seeing Equipment

DETROIT.—The Automotive Service Industries Show this year will be held in the Atlantic City auditorium December 9-14, according to J. M. Spangler, of National Carbon Co., chairman of the joint Operating Committee in charge.

Approximately 148,000 square feet of space will be available for the show, due to extensive alterations which have been made in the building during its use by the armed forces during the war. This compares with approximately 120,000 square feet of exhibition space normally used by this major parts and service station show in the Navy Pier, Chicago, where the show was held for several years prior to the war.

This will accommodate from 1,100 to 1,400 booths, as against about 970 booths usually occupied in the Navy Pier show if all of the show space can be made available for exhibits.

It is understood that the entire week of the show this year will be devoted to jobber attendance and that the customary "trade day" will be eliminated. In past shows the trade day (the last day of the show) was left open for garage men, vehicle dealers and car and truck manufacturer servicemen to visit the show and see the new products that are being exhibited by the various parts and equipment builders.

Some observers view this action as a slight to the franchised vehicle dealers and as a move that may do much to develop a competing show. It is recognized by the equipment manufacturers, who with firms allied with the vehicle manufacturers made up approximately one-half of the exhibitors in the 1940 show, that their most active market today is among the franchised vehicle dealers. Yet no provision has been made by the show committee to either invite or allow the dealers to see these exhibits.

These large equipment exhibitors have stated that they would like to have their exhibit, which always cost them considerable money to install and man, made available to the car dealer body, since it is to this group of customers from which they get a major share of their business whether it is sold through a job-

(Continued on Page 34, Col. 1)

Rejections High In Resumption of Wash. Inspection

SEATTLE. — With motor vehicle inspection by the state back, but on a voluntary basis, results of the first checks show the great need for this service by the state, according to Chet Spencer, of the State Patrol, head of the inspection program for Washington.

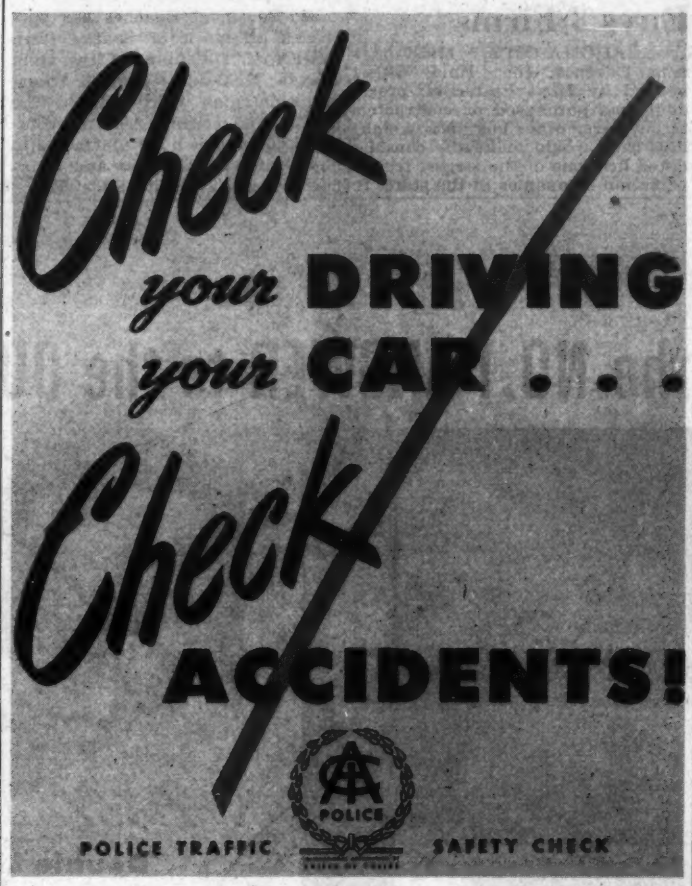
A combined report showing results in Districts 1, 2, 4 and 5, covering stations in Tacoma, Spokane and Vancouver, discloses a high percentage of rejections in February.

For passenger vehicles the number checked was 783, with 669 rejections on first inspection. On second inspection, rejects totaled 114.

First inspection approvals numbered only 230, but on the second,

(See REJECTIONS, Page 29, Col. 5)

Safety Check Plan Spurred As Truman Lends Support



TWO-COLOR POSTERS, such as above, are available in two sizes for window and service station display use prior and during the Police Safety Check Program which starts May 15 in the U. S. and Canada. The posters are available in both 17 x 23-inch and 25 x 38-inch sizes. A similar poster in four colors for outdoor boards is also available.

Mailings Ready For Dealers

Trade Sources See Sufficient Supplies to Get Vehicles in Shape

DETROIT.—President Harry S. Truman has endorsed the Police Traffic Safety Check, which is scheduled to start in this country and Canada on May 15. During the drive all police officers will be instructed to check for inadequate brakes, horn not operating, windshield wipers not working, headlight beams out, unsafe tires, other lights out, and other obvious defects such as steering, glass, and rear vision mirror unsafe.

In his letter to Fred A. Roff, president of the International Assn. of Chiefs of Police, the President said: "It is indeed heartening to learn of the full scale attack on traffic accidents now being organized by the International Assn. of Chiefs of Police.

"The Police Traffic Safety Check Program, to be sponsored by your organization this spring, is most timely. It merits and needs the support of every individual and every organization interested in traffic safety.

"The Police Traffic Safety Check has my full support, and I shall follow its progress with keen interest."

The Police Safety Check will start one week following the opening of the President's National Safety conference which will be attended by all state highway and law enforcement officials, as well as delegates from many other safety and automotive organizations. Both events are being held with a view toward cutting back the traffic accidents and fatalities which have been on a steady increase since V-J day.

It is feared that unless some drastic measures are taken before the opening of the touring season, accidents and fatalities may reach a new high, due to the poor mechanical condition of a large proportion of the cars on the street and the laxity in present law enforcement by state and city officers.

During and prior to the Police Safety Check, car dealers, tire dealers and oil service stations are being asked by the police, as well as their own supplying manufacturers, to cooperate in a drive to get as many car and truck owners to have their cars inspected from a mechanical

(Continued on Page 36, Col. 4)

Service-Call Study Points Up Automatic Chokes, Batteries

DETROIT.—According to the reports on service calls made last year by the Automobile Club of Michigan, "can't starts" due to failure of automatic choke and weak batteries was the cause of the greatest number of calls for help. Out of a total of 569,916 service calls, 308,908 or practically 54 percent were for "can't start" causes.

The next largest cause for service calls was tire trouble; 181,029 calls out of 569,916, or 32 percent, were because of flat tires.

Thus the two automotive operating necessities that are most scarce today, batteries and replacement tires, figure largely in the things that are causing motorists the most trouble, according to the reports of this AAA organization.

While an unusually cold December did contribute somewhat to the heavy "can't start" total, the number of calls for that month were unduly out of proportion since only 18 percent of the year's can't start calls fell in that month. The club had 58,052 can't start calls in December as against 308,908 for the entire year.

This seems to indicate, say service experts, that dealers and service stations face an unusual amount of tuneup and electrical work this spring, as well as having to face a much larger number of customers who will want new tires and batteries that can't be furnished.

Other causes for service calls in the order of their volume were: "stuck" 29,795 calls; "tow-in" 21,077 calls; "out of gas" 17,165 calls; "doors locked with keys inside" 8,270 calls, and wrecks, 3,672 calls.

While the greatest increase in cause of service calls were directly attributable to weather conditions, "stuck" with a 34 percent and "tow-in" with a 33 percent increase, "can't starts" with its 29 percent increase

(Continued on Page 38, Col. 4)

First Fisher Body School Opens in Detroit Apr. 22

DETROIT. — The initial Fisher body repair school will open here Apr. 22 and run for a week to 10 days, it was announced last week. The school will be in charge of two thoroughly trained body repair technicians who not only are experts in the working of sheet metal and body repair, but have been trained in the arts of public speaking and instruction.

Due to the complexity and importance of the body repair problem, this initial school is being held before other schools are scheduled, so that the executives in charge can get the feel of their dealer mechanic groups and the various procedures can be worked out in actual operation.

This school, as will all other schools to be inaugurated later, will draw attendees from approximately a 50-mile radius and classes will be limited to about 25 men maximum. Each man will get one full eight-hour day instruction in the most modern methods of repairing bodies and

(See FISHER, Page 38, Col. 5)

PAA Official Urges Full-Time Car Inspection

HARRISBURG, Pa. — (UTPS) — Recommendations that inspection station standards be maintained and employment of supervisors be on a full-time basis in order to keep vehicle accidents to a minimum, were made last week by Claude S. Klugh, manager, Pennsylvania Automotive Assn.

Klugh stated that "the strain placed on automobiles during the war years is taking a heavy toll, not only on cars, but on lives as well. The necessity for maintaining high standards on the part of official inspection stations can readily be seen in the fact that many cars are rapidly wearing out."

The PAA official commended state officials for leading the nation in maintaining semi - annual motor vehicle inspections during the war. Pennsylvania had 7,595 official inspection stations at the end of 1945 as compared to 7,013 on Dec. 31, 1944.

"Dealers feel that an increased number of inspection stations demand that there be an increase in the number of supervisors," Klugh said.

NASH PARTS AND SERVICE MEN in Canada attended a local service school March 8 at the Nickel Range Hotel in Sudbury, Ont. Henry S. D. Woolley, of Drury Nash Motors Ltd., of Toronto, is explaining the new Nash 600 transmission at one of the sessions. In the picture (left to right) are Ralph Walton, Sault Ste. Marie; Clive Reeves, Sault Ste. Marie; Tony Sudack, Sudbury; Woolley; Jack St. Pierre, Sudbury, and Gordon Deavey, Sault Ste. Marie.

Mid-Continent Buys 3 Firms

OKLAHOMA CITY. — Mid-Continent Coaches, Inc., Enid, Okla., headed by Moss Patterson, president, has purchased or contracted to buy three other bus lines, which, it is said, would make the consolidated firm one of the largest transportation companies in the state. It is estimated that total holdings are valued at $1,500,000.

Mid-Continent Coaches has purchased all stock of Southwestern Trailways, Oklahoma City, from Grover McMakin, pioneer transportation man who founded the line and is retiring. Also the combined companies have contracted to buy Southwest Coaches and Rainbow Coaches, Wichita Falls, Tex.

Pontiac Graduates

585 Schools Conducted to Instruct Mechanics In Changes on New Models

PONTIAC, Mich, — Nationwide new-model schools for mechanics in Pontiac dealerships have been completed, according to Earl M. Taber, general service manager. A total of 585 schools were attended by 8,851 mechanics.

The new-model schools were directed by 22 factory instructors and dealt with the mechanical refinements and engineering changes in the new Pontiacs.

The schools were a part of the regular Pontiac service craftsman training course, which is in continuous operation to help Pontiac mechanics keep abreast of the latest mechanical developments and procedures. Basic courses already completed and applicable to the new Pontiac include carburetion, manifolding, engine-electrical, tune-up diagnosis, brake system, fuel system and generator, starter and battery courses.

"Pontiac's method of continuous schooling allows for no 'blind spots' among our mechanics," Taber said. "We firmly believe that it contributes greatly to the creation and maintenance of alert, able, mechanical staffs, and to the security and well-being of our owners."

Twelve Named Service Aides For K-F Lines

WILLOW RUN, Mich.—Appointment of 12 regional service representatives, all veterans of the farm equipment and automotive fields, was made last week by W. A. MacDonald, vice-president in charge of sales for Kaiser-Frazer, and Graham-Paige.

F. W. Anderson, sales engineer, formerly with Chrysler engine division, has been placed in charge of the Willow Run service school.

Following assignment to a specific district, the representatives will aid and advise dealers in the setting up of dealerships for Kaiser-Frazer cars and the Rototiller farm machine, MacDonald said.

Appointed to the position of regional service representatives are: Clifford E. Brown, recently a captain in the Army, Ordnance division; George A. McLeod, formerly with Smith, Hinchman & Grylls, architectural engineers; Arthur E. Young, General Motors technician, returned from overseas service with the U. S. Navy.

Robert C. Camp, Office of the Chief of Ordnance, St. Louis; Ralph K. Berry, service representative for Oldsmobile; Tracy R. Plain, farm equipment engineering division of Graham-Paige; Albert L. Nizga, General Motors Detroit Diesel.

George L. Smith, Studebaker sales department; M. E. Radebaugh, Smith, Hinchman & Grylls, architectural engineers; David O. Davis, engineering consultant for Ferdo & Asbestos, Inc.; Harold F. Drew, recently a lieutenant-colonel in the QMC.

Studebaker Holds W. Va. Clinic

BLUEFIELD, W. Va.—Approximately 30 Studebaker dealers and service men attended a service clinic of Studebaker Corp. held March 20 here.

Frank J. Avery, district manager of the Cincinnati branch, presided at the dinner meeting, which was the first Studebaker has held in Bluefield. The clinic was the first of four such meetings to be held in Bluefield this year.

He Knows

Consult Traffic Man, Allman Says

DETROIT. — When planning a new building or extensive modifications to an old one, call in your traffic man," Les Allman, vice-president, Fruehauf Trailer, said last week.

"Your traffic man can be of great assistance to your architects and executives in planning that new building because he can give many valuable suggestions to help transportation flow readily in and out of your plant."

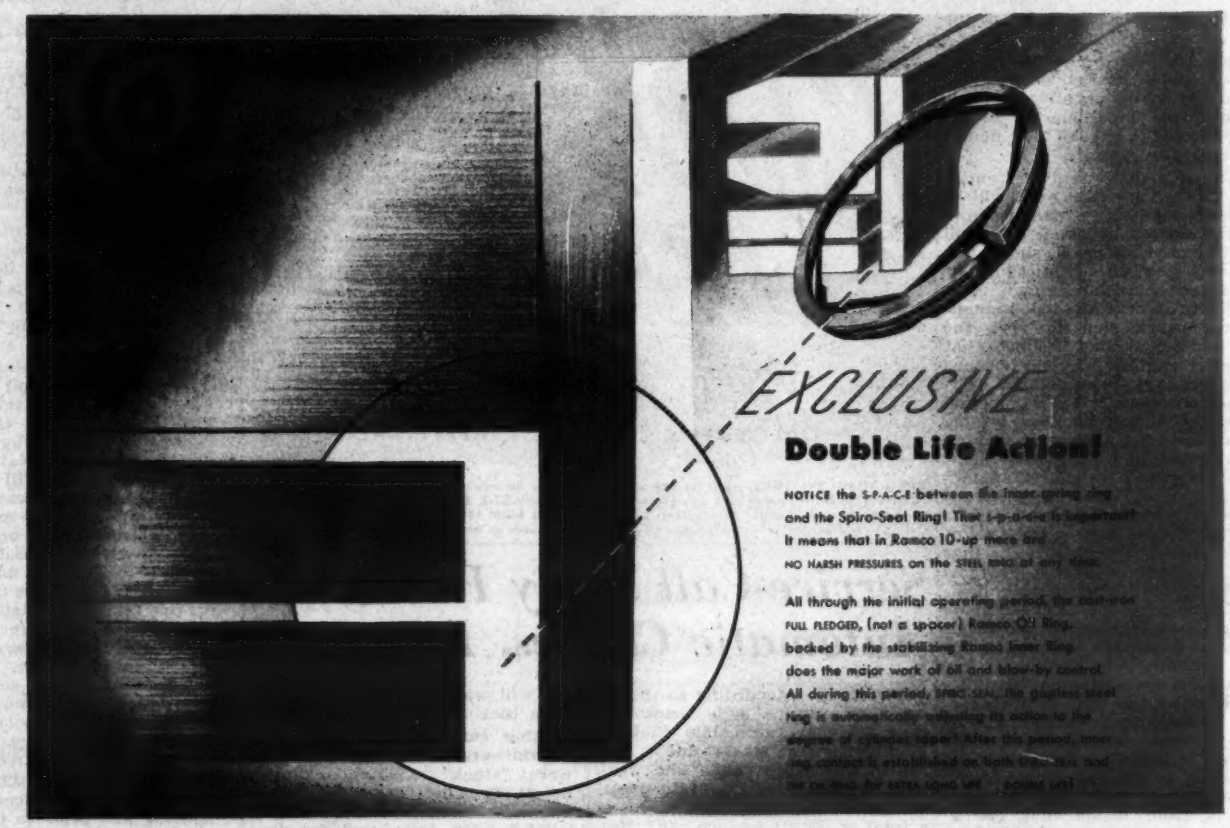
Advice from him, before building actually commences may easily result in savings of time and money which go on and on over the years. Your traffic manager will be a valuable man on your building committee, says Allman.

Kerkling Moves Office To Burbank, Calif.

BURBANK, Calif.—C. A. Kerkling announced last week that the executive office of Kerkling & Co. has been transferred here. A new factory for K&W products is under way.

The Bloomington, Ind. plant will continue to operate at capacity and, for the present, most shipments will be made from there. The company has recently inaugurated an extensive car owner advertising campaign in national consumer publications.

Here's the NO.1 ANSWER to the QUESTION:



"Why is RAMCO 10-Up the ALL PURPOSE RING?"

The Ramco 10-Up patented Double Life Principle is the No. 1 answer! This Double Life Principle is fundamental to engineering a ring that works with equal perfection in both re-bore jobs and re-ring jobs! There are many other reasons, too. For booklet, see your Ramco jobber or write Ramsey Corporation, 3737 Forest Park Blvd., St. Louis, Mo.

Factories at St. Louis, Mo.; Fruitport, Mich.; Toronto, Can

RAMCO 10 up RE-POWER Ring

PROVEN BEST FOR ALL REPOWERING JOBS BY 10,000 MILE RING AND LABOR WARRANTY

8N AD

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For Better Gas Stations

Shaw Lashes at 'Poor Conditions,' Urges Drive To Boost Efficiency of Attendants

COLUMBUS, O. — Ray Shaw, president of Chek-Chart Corp., Chicago, lashed at "poor" conditions of gasoline stations and called for an immediate drive to improve efficiency of attendants in an address to the Ohio Petroleum Marketers Assn. convention here last week.

Shaw cited several examples of "sloppy stations" and "careless operators" found in check - tours through various sections of the country.

At the same time, he praised garage men and automobile dealers for warning motorists on worn parts and calling attention to service needed.

"A badly frayed fan belt, for example, is easily noticed," Shaw said. "But service station operators seldom even glance at it while checking the oil or radiator."

He also listed windshield wipers, tail lights and spark plugs as items that should be checked by station attendants.

Shaw called for balanced selling as the first principle of a station program. He explained that gasoline dealers should be a transportation merchant and bring sales of lubricants, lubrication, accessories and parts into proper relationship with gasoline volume.

As a remedy for poor conditions, Shaw urged the association to give closer attention to the retail dealers, offering constant instruction on proper servicing of cars, alert selling and aggressiveness in serving customers.

He listed a potentially large market in farm areas where service stations could greatly increase their volume of business.

Brand System Adopted in N. C. For Gas Sales

RALEIGH, N. C.—Under a changed system of inspection, effective Apr. 1, gasoline will be sold in North Carolina by brand rather than by grade, as has been the custom for many years.

H. L. Shankle, chief of the state gasoline and oil inspection division, said he could see no reason why the quality of gasoline sold under the new system should not be just as good as it has been under the present system of grading.

The state recently adopted new regulations which require that all gasoline sold for highway use must meet a minimum standard, and every company selling gasoline must file an affidavit guaranteeing the product to be equal to or better than this minimum standard. Every affidavit filed with the board must include a chemical analysis of the product.

"Every gasoline pump," Shankle stated, "must display a brand designation which will supplant the presently required grade label for regular and premium gasoline.

"The state inspection of gasoline will continue, the primary purpose being to see that all gasoline meets the standards."

National Battery to Erect $350,000 Memphis Plant

MEMPHIS, Tenn.—National Battery Co. has announced plans for a $350,000 manufacturing plant here. The plant, first National operation in the mid-south, will be located on a lot 500 by 350 feet.

Contracts are being let and construction is expected to start in 30 days, according to present plans. Willard Battery will also erect a factory here.

Shelton Incorporates

Shelton Motor Co., Inc., of Concord, N. C., has been chartered with authorized capital of $100,000 and subscribed stock of $2,700. The new firm has leased a building on the Concord-Kannapolis highway and will be dealer for Kaiser-Frazer automobiles. Principals are **R. E. Shelton**, Charlotte; **I. S. Shelton**, and **W. G. Shelton**, both of Winston-Salem.

TELL IT TO THE ELKS—
and you're telling
AMERICA
THE Elks MAGAZINE

Barrett to Open Schools on Brake Training

ST. LOUIS.—In line with the established policy of promoting a greater recognition of the importance of automotive safety, Harry Barrett, president of Barrett Equipment Co., announces the opening of a new brake school for complete training in safety brake service.

Construction is under way and it is expected the school building will be completed this spring, Barrett said.

Barrett's St. Louis brake school is the first of a number to be established in many major metropolitan centers — Los Angeles, Detroit, Chicago, Cleveland, Pittsburgh, Washington, etc. Each building will be completely equiped for practical shop work for on-the-job training, as well as classroom study.

In addition to full-time day classes, regular evening classes will be established for upgrading employed mechanics, for vocational school instructors and for employed veterans who want to study safety brake service. It is anticipated that an employment service will be operated in conjunction with the school for the benefit of both employers and students.

Entrance requirements for attendance and complete details on classes will be announced later, Barrett said.

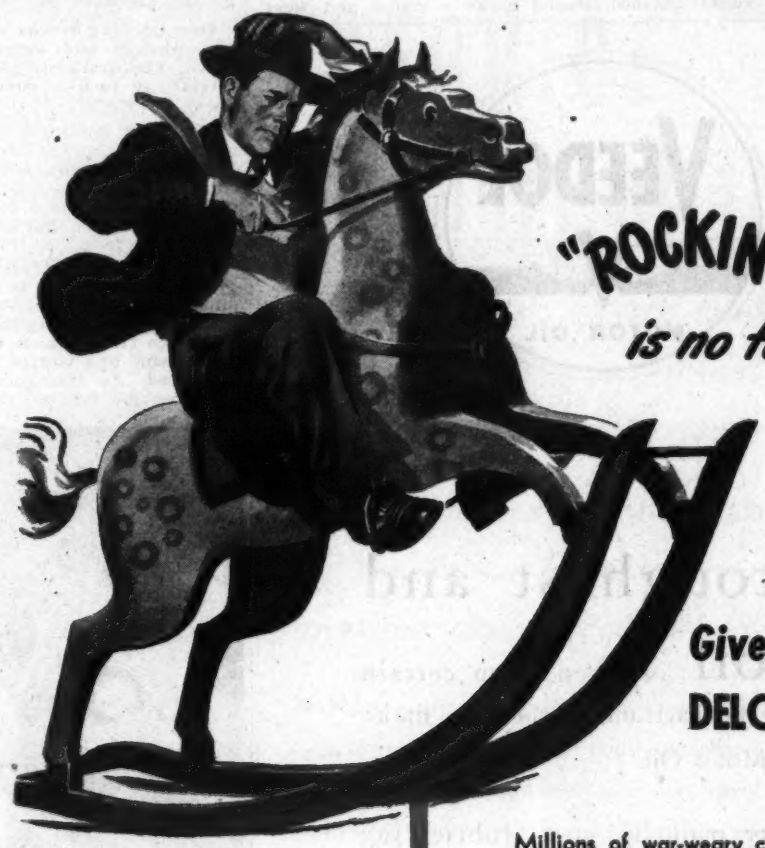
CONSTRUCTION IS UNDERWAY on this new brake school to be established by Barrett Equipment Co. at St. Louis. Others will be established in Los Angeles, Detroit, Chicago, Cleveland, Pittsburgh, Washington, D. C., and other metropolitan centers.

There are profit-making opportunities in AN Want Ads. See inside backcover.

101 Firms Join MEMA in 1945

NEW YORK.—A gain of 101 new members in 1945 brings the total membership of Motor & Equipment Mfrs. Assn. to 398, A. H. Eichholz, general manager, announced last week.

Need a Service Man—Want a Job—try a want ad in Automotive News. They get quick results!



"ROCKING-HORSE RIDE"
is no fun for grown-ups

Give them a break with
DELCO SHOCK ABSORBER SERVICE

Millions of war-weary cars have developed "rocking-horse ride" through neglect of shock absorbers. They hit a bump at Main Street . . . and they're still bucking when they come to the next intersection!

The net result has been to make car owners "shock conscious" . . . and to give you the profit-making opportunity of the year with Delco Shock Absorber Service. Only Delco gives you a complete line for complete service, with direct-acting and arm-type shocks to meet the requirements for all makes of cars.

As *original equipment* on leading cars in every price field, Delco shock absorbers are engineered to do the job. And while production was severely curtailed during the war, "Delcos" are now being built in volume to provide you with Delco Exchange Shock Absorbers for replacement and Delco original-equipment parts for repairs in the coming year. Call your United Motors Service distributor for details . . . and put "rocking-horse ride" back in the nursery where it belongs!

Check the fluid in shocks with every grease and brake job. When fluid is needed use genuine Delco Shock Absorber Fluid.

UNITED SERVICE MOTORS

DELCO SHOCK ABSORBERS
A UNITED MOTORS LINE

Delco original-equipment service parts and products are sold through independent distributors served by 20 United Motors warehouses.

Only DELCO Hydraulic Shock Absorbers give you
A COMPLETE LINE
FOR COMPLETE SERVICE

DELCO HYDRAULIC SHOCK ABSORBERS
DELCO PRODUCTS DIVISION, GENERAL MOTORS CORPORATION, DAYTON, OHIO

Check Up Truckers Too

Misalinement Lowers Safety and Savings, Equipment Firm Points Out

Although the chief emphasis is on passenger car check-ups in President Truman's current safety campaign, it might be well for truck operators to look into the "rolling qualities" of their vehicles, Bear Mfg. Co., Rock Island, Ill., warned truckers last week.

Unbalanced and misalined wheels, as well as bent frames and axles, are as breeders of excessive tire and parts wear. But that's not all. Many accidents can be traced either directly or indirectly to these conditions when left unattended for a period of time.

The war may be over, but our highways are not jammed with new 1946 trucks and buses. Instead, the old veterans, many long past retirement age, are still carrying the lion's share of the load. Thus, truck conservation is still a major objective in any maintenance program.

Even if tires were plentiful and replacement parts easy to obtain, periodic checking of the running gears of trucks, buses and tractors pays dividends in uninterrupted service, greater safety and comfort for drivers.

Misalinement and unbalance in the front end and steering parts will lower efficiency of both the truck and its driver. Any driver will tell you that a truck with excessive toe-in or toe-out and a bad caster adjustment is a "bearcat" to steer. Then, too, the pounding and vibration set up by unbalanced front wheels will tire a driver in no time. When truck operators are less alert because of weariness, the accident toll rises.

These same factors, tire scuffing and excessive vibrations, caused by misalinement and wheel balance, set up terrific strains on wheels, axles, kingpins, bushings and steering parts which will eventually lead to breakdowns. Also, it is well to remember that it takes more horsepower to pull a load down the road when tires are scuffing and dragging than when they roll as they should.

Alinement and wheel balance, when corrected, do not remain in that condition for any specified length of time. That's why it's important to check these things periodically. Actually, you use up alinement just like you use up gas and oil.

Bringing these two factors to the attention of any truck or car owner or to the truck operator, is a simple matter when the garage or service station is properly equipped. The drive-over type of alinement tester and the wheel spinner will illustrate any tire scuffing or wheel pounding in a very graphic manner.

In addition to showing up excessive toe-in-or toe-out conditions on front wheels, the drive-over type alinement tester will reveal bent rear axle housings on trucks and bent axles on trailers.

Once the presence of a misalinement condition is verified by means of the floor tests, it is well to take the truck on to an alinement rack for a complete check to determine the cause of the tire scuffing or hard steering.

Before any thorough inspection of the various alinement angles, camber, caster, toe-in, turning radius and king pin inclination, is attempted, the alinement operator should make a visual and "feel" check for worn king pins, bushings and wheel bearings. (Figure E.)

FIGURE E—A skilled alinement operator will uncover many costly and dangerous conditions of front end wear by a visual and "feel" check of the front end.

After all of the alinement angles have been checked, along with the steering gear, (Figures F and G), the operator should investigate the condition of the frame. Use of a tracking gauge (Figure H), will point out swayed frames, slipped axles and bent rear housings. Any of these will make for hard steering and excessive tire wear.

See other photos on page 33.

Dog tracking trucks are great tire wasters and dangerous to drive. The tracking gauge will ferret out such a condition in short order.

Bent rear housings, also great tire wasters, can be straightened easily on the alinement machine with attachments. However, to make sure of doing a perfect job, it is recommended that the housing be removed from the truck before straightening. (Figure J.)

Even when a truck is in perfect alinement and all parts fit snugly, it won't stay that way long if out-of-balance front wheels are allowed to pound and vibrate the whole front end. As insurance for an alinement job, balance the wheels.

FIGURE G—Caster, camber, turning radius and king pin inclination are being checked here by means of an alinement gauge and the free floating turning radius plates.

GM Parts Depot in Tex. To Be Ready June 1

SAN ANTONIO.—A $135,000 General Motors parts warehouse will be completed here by June 1, officials of the Walsh and Burney Construction Co. announced last week. The work began March 1.

The building, a one-story steel and concrete structure, will be operated by Chevrolet Motor division. It is estimated 4,500 tons of service parts will be moved in and out of the warehouse annually.

Wick Motors Incorporates In Youngstown, O.

Wick Motors, Youngstown, O., has been incorporated by **James E. Jones, Lewis Jones** and **Charles W. Baker.** The firm will be known as Wick Motors, Inc.

Dealer of Lincoln and Mercury automobiles, and with sales and service departments, the new corporation is located in the old Rayen-Wood auditorium, on Rayen Ave.

Atlanta U. C. Assn. Begins Drive for State Title Law

ATLANTA, Ga. — The Atlanta Used Car Dealers' Assn. has inaugurated a drive for the adoption of a state title law for vehicles at a meeting here.

Former Gov. Eugene Talmadge, one of the chief speakers, discussed the necessity of such protection and reviewed the Texas title law.

It was brought out at the meeting that the Atlanta area, comprising the largest used-car market in the southeast, has become, according to representative dealers here, "the dumping ground for illegitimate titles."

"One man recently sold $15,000 worth of stolen cars to four Atlanta dealers," said Thomas R. Mitchell, president of the association. "This mean a complete loss to the dealers who handled the cars."

Mitchell asserted that enactment of a title law would further protect every car owner in the state from the liability of past liens which may be recorded against the car. A title law would assure complete ownership, he said, just as a deed does for real estate.

Salesman's Pay Topic of Booklet

CHICAGO.—In its recently issued booklet, "Basis for Compensating the Automotive Wholesaler Salesman," it is pointed out by the Motor & Equipment Wholesalers Assn. that the selection of the proper basis of compensation for the wholesaler's sales force has far reaching effect not only on the salesmen themselves, but on the wholesaler's entire merchandising program.

A careful analysis is made of the advantages to be gained by the selection of the most suitable plan of compensation. There is also a discussion of the advantages and disadvantages of the five basic plans of compensation available for use in automotive wholesaling.

Pledge on Rebuilds

Harrison, Montgomery, Vows Full Restoration

MONTGOMERY, Ala.—Harrison Motor Co. has announced expansion of plant facilities, making it possible for customers to obtain a complete and efficient rebuild job within the plant. Harrison's staff of skilled mechanics, including many returned servicemen, promises to restore original power to an old motor.

In announcing specialization in motor care, Harrison asked patrons to bring in the old motor "regardless of condition" and promised that the finished job would "run as smoothly as the original."

To insure a high standard in the finished job, mechanics have set an "all-out effort" for themselves in order that they might keep trucks and automobiles running efficiently despite the still existing shortage of materials. At no time will the mechanical staff use "outlaw parts" in a rebuild job or in minor repairs, the firm said. Every job will be guaranteed, it was added.

Nash Central Adds 2

William Schneider has been appointed director of the service department of Nash Central Motors, Inc., a new dealership in Cleveland on Carnegie Ave. **James Haley,** for 20 years in new and used car sales departments, has joined the firm.

CUSTOMER CONTROL

The Most

Complete and Successful

Owner

Follow-Up Service

Customer Control, Inc.

Long Island City 1, N. Y.

VEEDOL MOTOR OIL

The world's toughest and "oiliest" crude oil is taken from certain selected Pennsylvania fields to make Veedol Motor Oil.

With its naturally great lubricating efficiency intensified by advanced refining methods and equipment, Veedol affords automobile engines utmost protection against damage from heat and wear.

Automobile dealers who are interested in providing their customers with the finest merchandise possible to obtain are invited to investigate the profit possibilities in Veedol Motor Oil.

100% Pennsylvania At Its Finest

TIDE WATER ASSOCIATED OIL CO.

New York — Tulsa — San Francisco

Detroit — Chicago — Indianapolis — Atlanta

Minneapolis —Kansas City

Made by the World's Largest Refiners of Pennsylvania Oil

TIDE WATER ASSOCIATED OIL COMPANY

Salient Safety Points . . .

FIGURE A—For a quick check of the toe-in condition of any truck, the driver-over type of alinement tester cannot be equalled. It shows just how many feet per mile the tires are being dragged or scuffed.

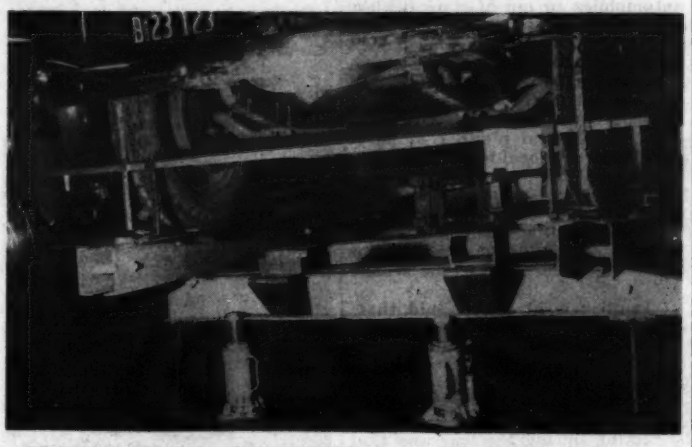


FIGURE F—This type of gauge, which checks toe-in from the center line of each front tire, provides the most accurate method of setting toe-in.

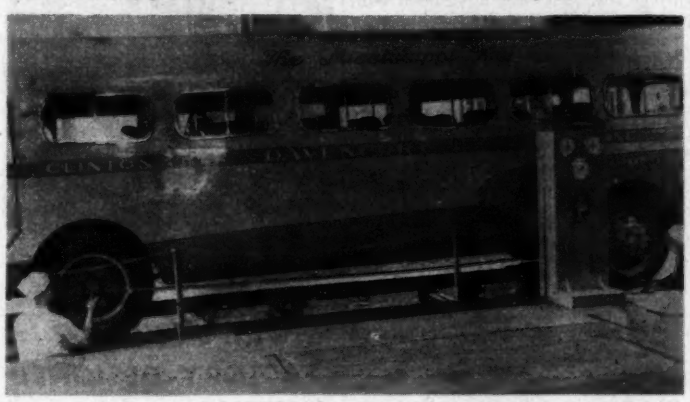


FIGURE H—Swayed frames, slipped axles and bent housings will show up in this "squaring check" with a tracking gauge.

FIGURE J.—Here is a setup for straightening a bent rear housing out of the truck. After the job is completed, the housing is revolved with an alinement gauge between the wheels and this will show whether or not housing is perfect.

MEWA Gives Data On Machine Shops In New Boooklet

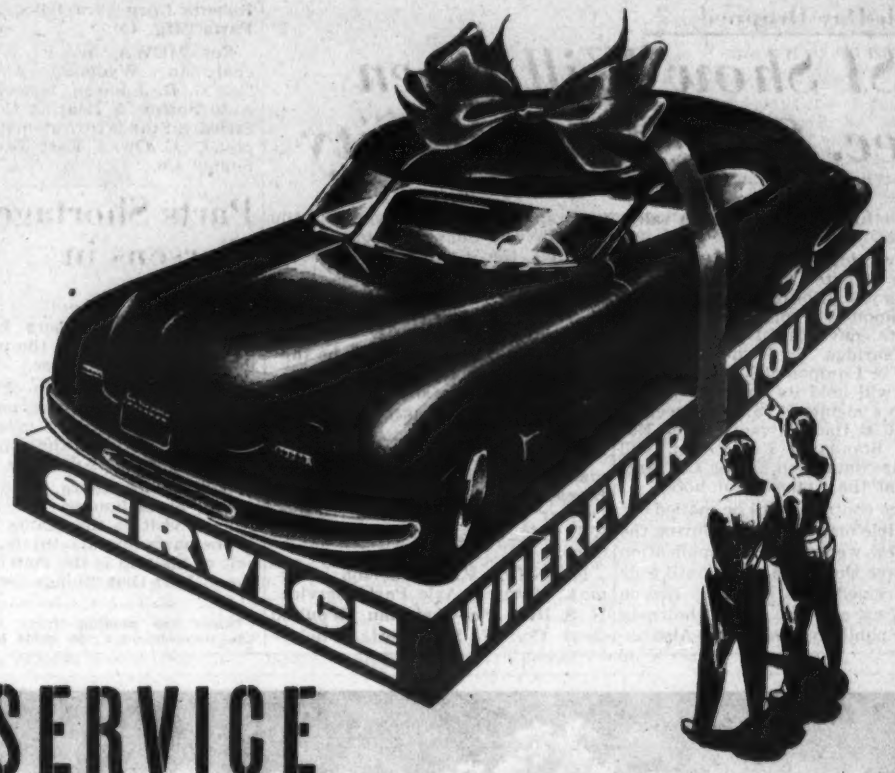
CHICAGO.—"Machine Shop Organization and Operation" is the title of a 24-page booklet issued last week by the Motor and Equipment Wholesalers Assn. from its national headquarters here. It is a report of the panel discussions which took place at the association's recent regional conferences at New York and Chicago.

Some of the principal highlights discussed are: Monthly Operating Statement—Basis of Cost Finding; The Light Shop—Its Equipment and Arrangement; The Complete Shop — Location — Layout — Profit Possibilities; Custom Engine Rebuilding — Competition — Effect on Parts Sales—Know-How; Cleaning Methods, Incentive Pay for Shop Employees and Standard Monthly Operating Cost Forms.

Mecklenburg Chartered

Mecklenburg Motors, Charlotte, N. C., has been chartered with authorized capital of $100,000 and subscribed stock of $400 to deal in parts, accessories and appliances. Principals are **Kellam M. Matthews, John D. Shaw, Fred R. Young** and **F. J. Heath**, all of Charlotte.

Others are profiting from AN Want Ads, why not you? See inside backcover.



"SERVICE is part of the sale, sir..."

FINE . . . if service could be nicely packaged and presented with the product. No further responsibility for the manufacturer! Contented customers everywhere!

Trouble is, service must always be delivered *piecemeal* — by the maker's service outlets — bit by bit as needed, *anytime and anywhere!* Where service slips, sales *slide!*

● Maintaining good service for customers —nationwide, standardized, dependable— is a primary concern with every manufacturer of a "service" product. Millions are spent to promote and improve it. But in the end, good service centers in just one place . . . in the hands of capable mechanics equipped with the *right tools for every service operation.*

When it comes to the task of actually *getting such tools* into the hands of service mechanics from coast to coast, many of America's most successful manufacturers simply *call in Snap-on* . . . place the entire responsibility with the one organization that can handle the job swiftly, wastelessly and effectively.

Snap-on field men visit service establishments everywhere—call on the mechanics servicing your products in the shops — display and demonstrate tools recommended by you — take the orders and deliver the tools. Manufacturers interested in *better service* are invited to write Snap-on.

SNAP-ON TOOLS CORPORATION
8002-B 28TH AVE. KENOSHA, WIS.

SERVING BUSINESS EVERYWHERE WITH TOOLS FOR BETTER SERVICE

Trade-Day Dropped . . .

ASI Show Will Open Dec. 9 in Atlantic City

(Continued from Page 29)

ber or by their own branch sales outlets.

Conventions will be held by each of the affiliated sponsoring organizations just prior to the show. Motor & Equipment Wholesalers Assn. will hold its convention Dec. 6 and 7 at the Claridge hotel headquarters. Motor & Equipment Manufacturers Assn. will hold its convention Dec. 9, with a members banquet meeting Dec. 10 at the Traymore hotel. National Standards Part Assn. will hold its convention during the same week at the Ambassador hotel.

Space contracts will be mailed out to eligible manufacturers during the next few weeks, and no application for space should be made until they are received, it is asked by Steven B. Wilson, of Fram Corp., chairman of the publicity committee. Also according to his announcement, the Atlantic City Convention bureau has assured the committee of ample hotel accommodations and hotel reservation blanks will be distributed by the three sponsoring associations to interested parties.

A. B. Coffman will again be the show manager and secretary-treasurer of the show operation.

Personnel of the 1946 ASIS Joint Operating committee is as follows:

For MEMA, J. M. Spangler, chairman, National Carbon Co.; R. D. Black, vice-chairman, Black & Decker Mfg. Co.; C. P. Brewster, K-D Mfg. Co.; S. B. Wilson, Fram Corp.

For NSPA, V. C. Anderson, chairman, Motor & Axle Parts Service; H. S. Ries, vice-chairman, Republic Gear Co.; F. S. Roberts, Phelps-Roberts Corp.; Ira Saks, Accurate Parts Mfg. Co.

For MEWA, W. F. Wilkerson, chairman, Wyoming Automotive Co.; G. E. Johnson, vice-chairman, Auto Spring & Bearing Co.; F. G. Stewart, Standard Automotive Supply; C. E. Owen, East Texas Auto Supply Co.

Parts Shortage Worsens in York, Pa.

YORK, Pa.—Jobbers here are generally agreed that the parts situation is getting worse.

Especially difficult to obtain are engine and transmission parts, and batteries. Orders are piled high, but they can't give the repair man even a promise of delivery.

William Piperberg, head of one of the parts houses, just returned from a visit to the plants of some of the parts manufacturers. The result of his trip is the statements of the makers that "things are tough."

Others are profiting from AN Want Ads, why not you? See inside backcover.

INDIANAPOLIS 1945-46 womens bowling champions with their co-sponsors W. T. Foxworthy and Rex Dawson, of the W. T. Foxworthy Co. (Ford), Indianapolis.

Baltimore Sales Indicate U.C. Black Market in Dixie

BALTIMORE.— (UTPS) —Baltimore dealers have disclosed indications of a used-car black market in some southern states because they are selling a great number of automobiles to out-of-state dealers at retail ceiling prices.

Helping to deplete Baltimore's supply of used cars are dealers from North Carolina, South Carolina and even Texas. Sometimes in a week they purchase as much as 50 percent of the total number of automobiles on the local market, according to dealers here.

One dealer estimated that 25 to 50 automobiles leave the city every week for southern states. Most of them leave in tandem with a driver in the front car towing the second one.

Another local dealer said that recently a man bought all the cars on his floor at retail ceiling prices.

William R. Layton, owner of a used-car business here, said Baltimore's supply of cars had been shrinking during the war and that for a number of years the highest prices for used cars have been paid in the Carolinas and Florida.

"Most automobile dealers don't ask any questions if a southern dealer comes in and wants to pay ceiling prices for the cars. If he knows how to make a profit, that's his business," Layton said.

There have been no complaints here concerning the practice to the enforcement officials of the OPA, a spokesman said. No explanation for the demand for cars in the deep south was forthcoming.

Dealers here agreed that Baltimore is far from having a surplus of automobiles. In fact, the majority said they couldn't get enough cars to take care of their customers.

Book Describes Perrymobile

GLENDALE, Calif.—Facts about the Perrymobile are presented in a new booklet written and published by R. V. Pearce, P. O. Box 631, Glendale 5. "Perrymobile Facts, Past, Present, Future" is the title.

Using non-technical terms throughout, Pearce takes off the veil of mystery surrounding this unconventional automotive power plant. Perry estimated that his engine would use only 1 gallon of fuel for 50 to 60 miles of operation under ordinary circumstances.

Varied Pastime

Denver Service Chief Has Five Hobbies

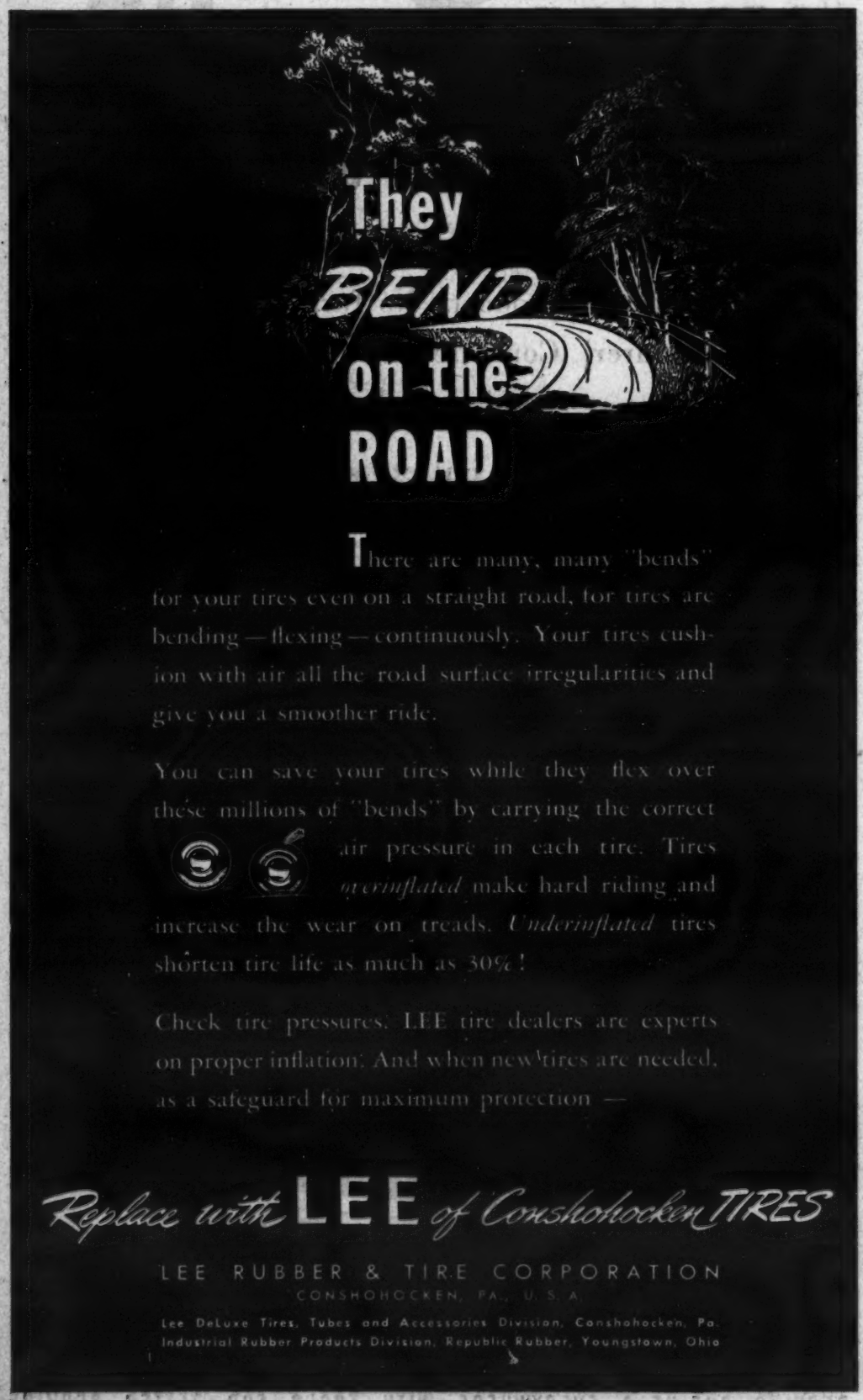
DENVER.—Harry Bennett is a busy man. He not only looks after his job as parts manager at McCarty-Sherman Motor Co. (Ford) during the day, but devotes his time during the evening hours to his hobbies.

First, he weaves 15 or 20 wool scarfs a week in his home; indulges in amateur photography, makes scale boxcar parts for the Denver Society of Model Railroaders, collects stamps and Lincoln head pennies.

He has made hundreds of scarfs, mostly for gifts. A few sales have paid his expenses to keep the hobby alive. Bennett gets tired of weaving sometimes. Then he goes down into the railroad yards and looks for freight cars with unusual name plates. When he finds one, he photographs it, then transfers the design in miniature to a silk screen and stencils it on tiny cardboard boxcars.

Luts Succeeds Day

Dallas Hudson Co., Dallas, has named A. E. Luts office manager, succeeding W. B. Day, who has become an associate Hudson dealer on Knox St.



There are many, many "bends" for your tires even on a straight road, for tires are bending—flexing—continuously. Your tires cushion with air all the road surface irregularities and give you a smoother ride.

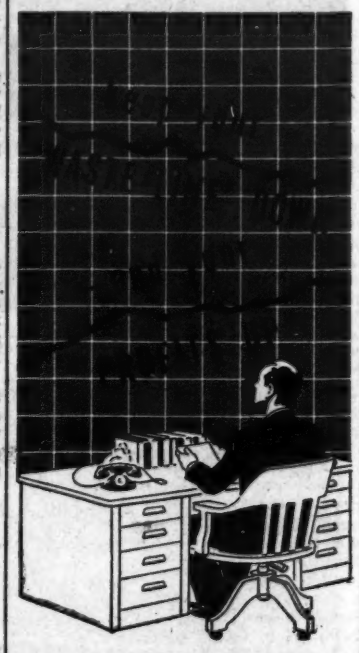
You can save your tires while they flex over these millions of "bends" by carrying the correct air pressure in each tire. Tires *overinflated* make hard riding and increase the wear on treads. *Underinflated* tires shorten tire life as much as 30%!

Check tire pressures. LEE tire dealers are experts on proper inflation. And when new tires are needed, as a safeguard for maximum protection —

Replace with LEE *of Conshohocken* TIRES

LEE RUBBER & TIRE CORPORATION
CONSHOHOCKEN, PA., U.S.A.

Lee DeLuxe Tires, Tubes and Accessories Division, Conshohocken, Pa.
Industrial Rubber Products Division, Republic Rubber, Youngstown, Ohio



with *Reynoco*
FACTORY-DESIGNED
SYSTEMS and FORMS
For Accounting, Sales, Parts and Service Departments

Profit by the experience of thousands of users. Know where and how your operation stands on profit or loss. Learn how you too can establish clear-cut records and reports. Strengthen your procedure to insure the proper accounting of all funds. Have all the facts necessary for intelligent, profitable management.

Write for free samples of our DSA-506 Time Ticket which definitely controls labor costs.

The REYNOLDS & REYNOLDS
COMPANY • DAYTON 7, OHIO
Established 1866
WESTERN BRANCH
400 W. Pico Blvd. • Los Angeles

Nature's Gas Tanks

Low Grade Coal Fields in Rockies Hold Huge Supply, Bureau Claims

DENVER. — Enough gasoline to keep American motorists supplied for more than 2,000 years is believed to be stored by nature in the vast, low-grade coal fields of the Rocky Mountain region, according to U. S. Bureau of Mines researchers.

Thanks to pioneering under wartime pressure at the bureau's coal experiment station at the Colorado School of Mines in Golden, practical, big-scale low-cost methods for getting that gasoline out of the ground and into the nation's gas tanks have been worked out.

"On the basis of work now completed," declared V. F. Parry, supervising engineer of the experiment station, "It is indicated that the cost of gasoline so produced will be in the range of 8 to 10 cents a gallon, tax, of course, not included."

But gasoline is just one of the many possible uses for our western coals, Parry said. For full development of our western "solid black gold" industry, Parry believes the time has come for a large, full-staffed Rocky Mountain coal experiment station.

To continue properly the work already started and to tackle new coal research jobs, Parry suggests a new, modern experimental building with proper services to be built to accommodate pilot plants and other facilities, with laboratory and office space for a staff of 20 men.

This space, he said, when added to the present facilities at the school, would be the nucleus for expansion into a Rocky Mountain coal experiment station big enough to do the job. The cost of recommended additions for 1947 is approximately $150,000.

Because western coal production is a relatively small industry now, it is evident that the federal government, through the bureau of mines, will have to take the lead in any major development, Parry said.

PACKARD MOTOR CAR CO. staged a three-day parts and service conference at San Francisco's St. Francis Hotel on March 21-23. A few of the executives who attended the meeting are pictured above. Left to right (standing): Fielding Russ, regional parts and service manager; Joe Jones, wholesale manager; J. A. Carr, factory field parts and service supervisor; George Wagner, Los Angeles resident manager, and Russ Robins, San Francisco resident manager, Earle C. Anthony, Inc. Left to right (seated) are Joe Froiseth, Packard factory regional manager; R. W. Van Pelt, zone manager, Portland; LeRoy Spencer, vice-president, Earle C. Anthony, Inc., California Packard distributor, and E. D. Longnecker, assistant general parts and service manager for the Packard Motor Car Co.

Reo Designs School Bus

LANSING.—Immediate plans for large scale production of the first "complete" safety school bus, said to conform with all the new standards of the various states, were disclosed last week by H. E. Hund, president.

Design details of the new Reo school bus, as a complete, packaged body-and-chassis unit, have been approved and will be announced soon.

Interesting items in Bob Finlay's column

Fog Fights Fire

High Pressure Method Praised by Official

NEW YORK.—Millions of dollars worth of property will be saved annually from fire and water damage as a result of the use of artificial fog, newest weapon against fire, Fred Shepperd of New York, engineer-manager of the International Assn. of Fire Chiefs, predicted last week.

The fog, generated by forcing water under high pressure through a specially designed nozzle, puts out many fires more efficiently than a solid stream of water, and causes less water damage, said Shepperd.

A new fire hose, small in diameter and light in weight and designed to withstand 800 pounds working pressure, has been developed by United States Rubber for fighting fire by the new method.

Gets Chrysler Franchise

Square Deal Motors Co., Harry Favre, owner has taken the Chrysler-Plymouth dealership for Freeport, Ill. Parts department is in charge of Raymond Pfeiffer. Service and repair shop is headed by John Wylie.

Pontiac Dealer Praised for New Light System

LOS ANGELES.—Claimed to be the most efficient industrial illuminant yet developed, the cold-cathode-tube lighting system recently installed in the service department of Link Anderson, Inc., Santa Monica (Calif.) Pontiac dealership, has won high commendation from John Bathrick, Pontiac zone manager in charge of the Southern California-Arizona territory, who reports widespread interest of industrialists and engineers, many of whom have traveled to Santa Monica from distant points in order to study the installation while in operation.

The entire system was designed by Anderson and installed under his personal supervision. There are more than 700 feet of suspended metal reflectors, carrying over one-half mile of the new cold-cathode illumination tubing.

A feature of cold-cathode lighting is instantaneous full illumination that is constant and absolutely uniform. As evidence of the efficiency of Anderson's installation, a person with normal vision can read the finest practicable print (3½ point type, for example) in the most remote corner of the service area.

It is maintained by the Pontiac zone manager that better workmanship and the resultant customer satisfaction will compensate for the expense involved in such an installation.

"In fact," said Bathrick, "Link Anderson will draw handsome dividends on this latest investment in service facilities."

The new lighting system is said to be the first installation of its kind in the Pacific coast region and one of the few in the entire country.

Ky. Firm Sues for Tax Collected on Parts

LOUISVILLE. — Summers-Herrmann, Inc. (Ford), with two associated sales and service establishments in Jefferson county, has brought suit in Federal court against Seldon R. Glenn, U. S. Collector of Internal Revenue, for recovery of $4,372 paid under protest. The suit charges that Glenn contended that the company must pay manufacturer's and excess profits taxes on auto parts valued at $83,483, from March 1, 1942, through Feb. 28, 1946.

The dealership contends that it is not in the manufacturing business and has asked the court to restore the funds paid under protest. It charges they are not subject to the tax.

Wallace-Coots for K-F

Earle S. Coots and F. Earl Wallace jr., have formed Wallace-Coots Motors, Inc., to distribute the Kaiser and Fraser cars in 12 east Florida counties. Present headquarters of the company are 336 Datura St., West Palm Beach.

NEW CAR OWNERS ARE JOINING UP WITH QUAKER STATE'S

Contented Customers

EVERY day sees more cars on the road. Quaker State dealers are getting more new trade than ever. No wonder! Quaker State, with war-born improvements, is *better than ever.*

Consider, too, what Quaker State Motor Oil did helping old cars keep going during the past few years. That experience taught many people that there can be a big difference between oils — that Quaker State Motor Oil does lubricate better, does last longer, does give better car protection, and is always the same—always reliable.

Every quart of Quaker State is made entirely from pure Pennsylvania Grade crude oil. It keeps customers because it keeps them *contented.*

QUAKER STATE MOTOR OIL
Retail price 35¢ per quart

Member Pennsylvania Grade Crude Oil Association

QUAKER STATE MOTOR OIL • QUAKER STATE SUPERFINE LUBRICANTS
QUAKER STATE OIL REFINING CORPORATION • OIL CITY, PENNA.

Big Profit Seen In Servicing 'Shocks'

MONROE, Mich.—The opportunity to earn 300 percent profit on shock absorber service is being passed up by many dealers and service stations, C. S. McIntyre, Monroe Auto Equipment Co., said last week.

Only three operations are involved: Inspection, refilling and replacement. Rarely are maintenance men called upon to repair broken, badly dented or seriously leaking shocks since it is both easier and cheaper, in most cases, to replace them with new factory tested equipment, he said.

Inspection requires but 10 minutes. If after the front and rear bumpers have been jumped on, the fluid has leaked on to the frame and fender, it is usually safe to assume that the fluid is being lost too rapidly and that the shocks need replacement.

In the case of arm-type shocks, the arm should be moved from left to right to test for sideplay in the arm bearings. If this movement is noticeable, the bearings or other parts are worn beyond repair. If the arm moves up and down too easily, the shock has lost its control and the connector may break. If the arm will not move up and down, the unit is probably plugged with dirt or otherwise damaged beyond repair, he said.

These steps reveal need of refilling or replacement far more than the average service man realizes. A recent test in Monroe county showed that about one driver out of a thousand has been asked whether his shock absorbers need attention, McIntyre said.

He bases the 300 percent profit estimate on the company's experience in producing and distributing a complete shock absorber service kit and charts giving recommended flat rate charges for refilling and replacement. The kit supplies everything for inspection, refilling and replacement, he added.

What do you want to buy, sell or trade? See Classified Want Ads, inside backcover this issue.

POSTWAR TIRE for "low-profile" cars. The style in passenger-car tires may be headed for another stepdown to smaller overall diameters. This B. F. Goodrich workman is removing from mold one of the new 5.50x15 tires being made in quantity for new "super-low-profile" cars expected to be ready for first showings later this year. For more than a decade 16-inch tires have been standard for the vast majority of American autos.

Dealer Mailings Ready . . .

Truman Backs Plans For Safety Check

(Continued from Page 29)

standpoint and repaired if found in an unsafe condition.

To aid them in calling the attention of the vehicle owners to the drive and what it stands for, waterproof posters in three colors, and two sizes, 17x23 inches and 25x38 inches, with the wording "Check your Driving, Check your Car, Check Accidents," are now ready for distribution. Four-color posters for billboard use are also available with a space for the sponsor's name.

Envelope stuffers, explaining the program with a check-yourself list of questions as well as the five major car checks, are also available for dealers to hand out or put in with their monthly statements.

Manuals to guide both state coordinators and Chiefs of Police and sheriffs in setting up their organizations for the program, are now in the mail together with sample check lists for police use in checking vehicles involved in a moving violation.

It is reported by those that have checked material sources that, in spite of the strikes and production holdups, there will be sufficient brake fluid, lining and other parts to fully equip the vehicle dealers and service stations for the program. Some companies, however, report that on a few items they will have but a minimum supply at the start of the drive to meet the anticipated requirements.

Mats of newspaper advertisements, carrying cartoons by Sid Hix, are also available for those newspapers who are willing to cooperate in the program.

It is felt by many authorities that car and truck dealers, through active cooperation in the Police Safety Check Program, will not only bring additional service business into their shops but will greatly help in cutting down highway accidents and fatalities as well as aiding in averting a threatened national speed limitation law which it is expected may be asked by the President's conference.

While it is denied by several members of the steering committee of the conference that the committee has any intention of bringing up suggestions of a national speed limitation law, it is constantly rumored by those close to the conference that at least one safety organization has such national legislation firmly in mind and will endeavor to force it into being recommended. A number of members of Congress are also said to be putting pressure on the conference for such a recommendation.

A national speed regulation of the type suggested, reducing day driving to 45 miles an hour and night driving much more drastically, would work great hardships on the bus and truck companies and would penalize car drivers on the highways for accidents that occur in great part because present highway regulations are not being enforced by the different law enforcement agencies.

During the war there may have been a legitimate excuse for many law enforcement bodies not being able to enforce highway and city traffic regulations, due to war diminished forces, but today these bodies should have their manpower back up to a near normal basis and should start functioning.

Traffic Deaths Mount 45 Percent in Feb.

EVANSTON, Ill. — The 2,450 traffic accident deaths in February represented an increase of 45 percent over the same month last year, according to the International Assn. of Chiefs of Police.

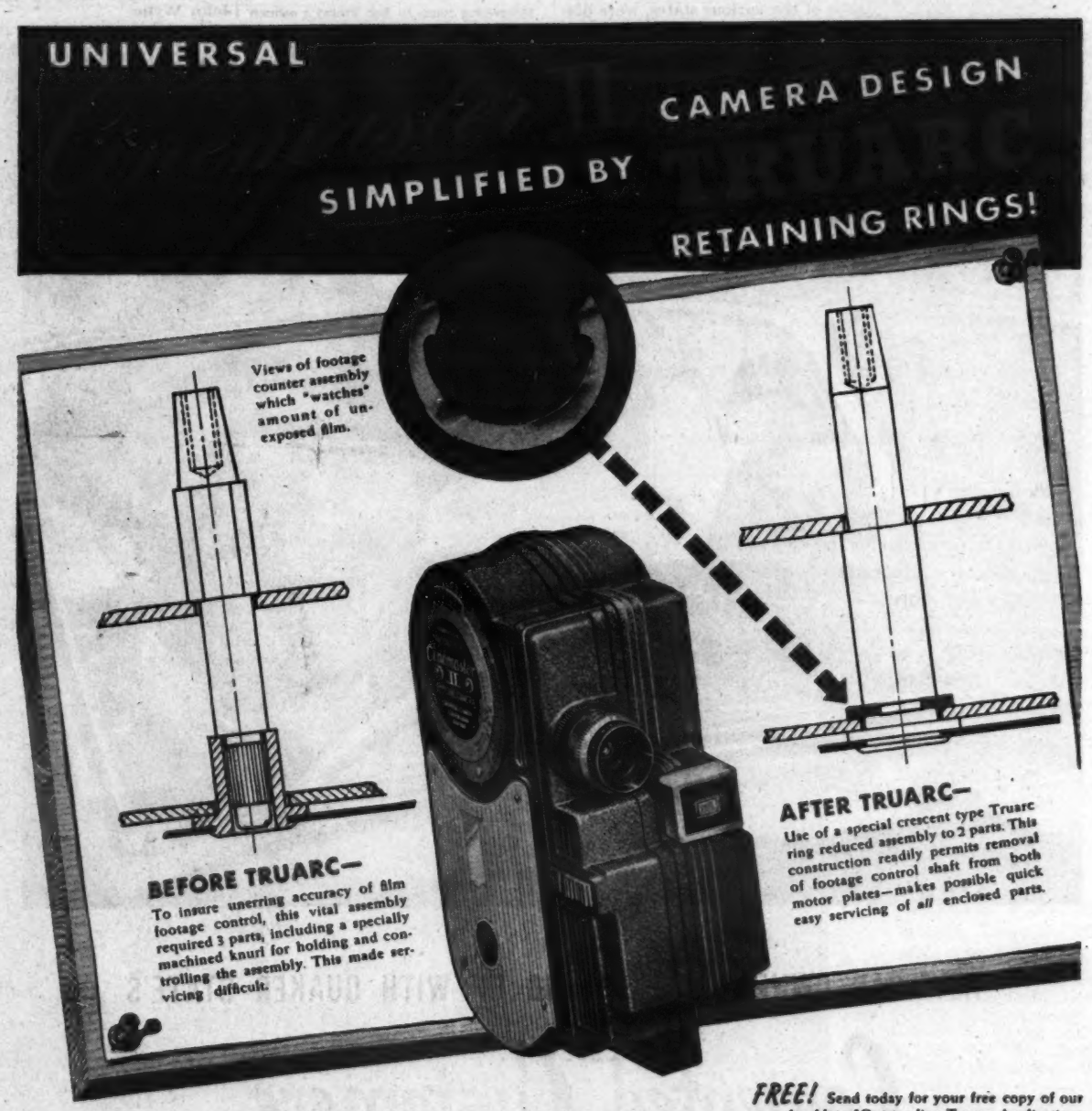
Fatalities during the first two months of 1946, totaling 5,450, were 45 percent higher than the corresponding period in 1945. The February mark, the association said, is only 7 percent below traffic's deadliest February in 1941.

Feb. Financing 128 Pct. Above '45 in Canada

MONTREAL.—Financing of motor car sales in Canada increased 128 percent in February compared with the same month last year, the Dominion Bureau of Statistics has reported.

During the month, 2,917 vehicles were financed to the extent of $1,845,426, compared with 1,726 and $807,761 in February, 1945.

The jump in the amount of financing was attributed to the greater proportion of new vehicles — 861 compared with 456 in the preceding month and 183 a year ago.



NOW YOUR MACHINES CAN HAVE THE **DESIGN ECONOMY** made possible by Waldes TRUARC Retaining Rings! Truarc allows lighter, more compact units—makes assembly of machine parts quicker, easier. Its perfect circularity gives better, more dependable retention. Truarc rings save weight, space, time and costs in every type of mechanical application. The crescent type is only one of six special Truarc rings. There's a Truarc ring for your machines, too.

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WALDES KOHINOOR INC., LONG ISLAND CITY 1, N. Y.

CANADIAN REPRESENTATIVE: PRENCO PROGRESS AND ENGINEERING CORP. LTD., 72-74 STAFFORD STREET, TORONTO

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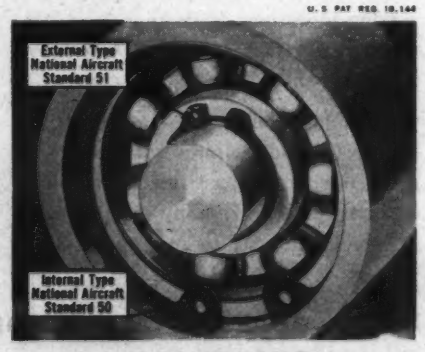


Coming Battle

Sales Finance Firms Defend Their Policy In Bank Competition Threat

CHICAGO. — The American Finance Conference stepped into the finance company-bank controversy directly for the first time last week in an editorial in its official publication, *Time Sales Financing*.

It states "Recently much has been heard about the 'coming battle' between banks and sales finance companies for the business of handling the instalment purchases of consumer durable goods.

"Sales finance companies have served dealer needs for a quarter century or more." By and large, the retail automobile industry has been the best financed of all the small industries; that is, the most adequately financed.

"The reason is this: sales finance companies, and particularly independent sales finance companies, as a specialized type of institution to serve the special needs of the automobile dealer have done a job.

"These sales finance companies have been willing to take sound, legitimate business risks and to serve the fundamental needs of automobile dealers when commercial banks, and particularly depository banks, have been unwilling to do so."

Launching into bank claims on financing costs, the association continues:

"Those agencies that would bypass the dealer by offering money credit to the consumer-buyer stress principally the low cost to the buyer. Dealers and sales finance companies need not fear this type of competition, as sale credit can compete successfully with lending credit, provided that the items making up the time price differential or 'finance charge' are kept in proper balance.

"There are also other matters of importance to dealers in case they are 'by-passed' in handling their time sales. They lose contact with customers and repeat sales become more difficult.

"There is a tendency for dealers to be left with their 'cat and dog' contracts. Dealers lose their participation in the time price differential or 'finance charge' growing out of the handling of these sale contracts. Service income is lost or materially lessened because of loss of customer contact. Wholesale accommodations become more costly and difficult to secure.

A set of three dealer requirements is listed by the conference as fundamental in carrying on business and providing for the credit needs of customers, as follows:

1. Adequate credit facilities to enable him to carry needed inventories of saleable cars and other supplies.

2. An adequate market for all his retail instalment paper, including new car, used car and truck paper.

3. A plan of financing, "adjusted and tailor-made to suit the particular situation of the automobile dealer, offered by an organization that has the personnel with the 'know how' — not the 'No! How?' — to serve his needs."

Vets Get Third Of New Fords

DEARBORN. — One of every three new cars delivered through Feb. 1 by Ford dealers in the Dearborn branch area has gone to a veteran of World War II, J. C. Doyle, branch manager, has disclosed.

Deliveries to veterans and other priority groups, by percentages, have been as follows: Veterans, 32.1 percent; doctors, 6.2 percent; nurses, .7 percent; police and fire chiefs, 2.4 percent; city, county state and federal, 3.2 percent; public officials, 2.1 percent; public utilities, 2.8 percent; business institutions, 19.1 percent; essential workers, 17.3 percent; miscellaneous, 14.1 percent.

Arnold Appointed

Rudolph Arnold has been named general manager of High-Level Motors, Inc., Cleveland. He was with the former Trace Motor Co. for 10 years prior to the war.

READERS

Readers are what it takes to make a successful magazine. We've got lots of them —725,000. And they're good readers, too. All 725,000 of them are members of the Order of Elks. And they love The Elks Magazine.

THE Elks MAGAZINE

AT A RECENT MEETING in Crosley Square, Cincinnati, the Advisory Council, made up of officials from companies connected with the automotive suppliers, and automobile industries, conferred with representatives of WLW, making final arrangements for the new "Doodlesockers" program—"Your Automotive Safety Show." Seated left to right are Robert Preston, Standard Oil; Edward F. Hanger and Ralph McGrew, Western Auto Supply Co.; E. L. Heger, Pure Oil; T. C. Kase, Socony-Vacuum; A. F. Eissler, Studebaker; H. W. Stewart, Firestone Tire & Rubber, and J. H. Folsom, of Oldsmobile. Standing in the back are, left to right, J. C. Sandner, co-ordinator of merchandising for WLW; Sidney Ten Eyck, M. C. of the "Doodlesockers", and M. N. Terry, director of promotional activities of WLW.

Wis. Aroused By Poor Roads

MADISON, Wis.—An unusually severe break-up of highways this spring has brought a veritable deluge of complaints to the state highway commission, together with demands from all corners of the state for a swift reconstruction of the state highway system, it was disclosed last week.

Chairman James R. Law, admitting that the roads in some sections are in "pitiful condition," said there had been steady march of local government officials and citizens into the commission offices in recent weeks.

You get the best results in our Classified Section, inside back cover.

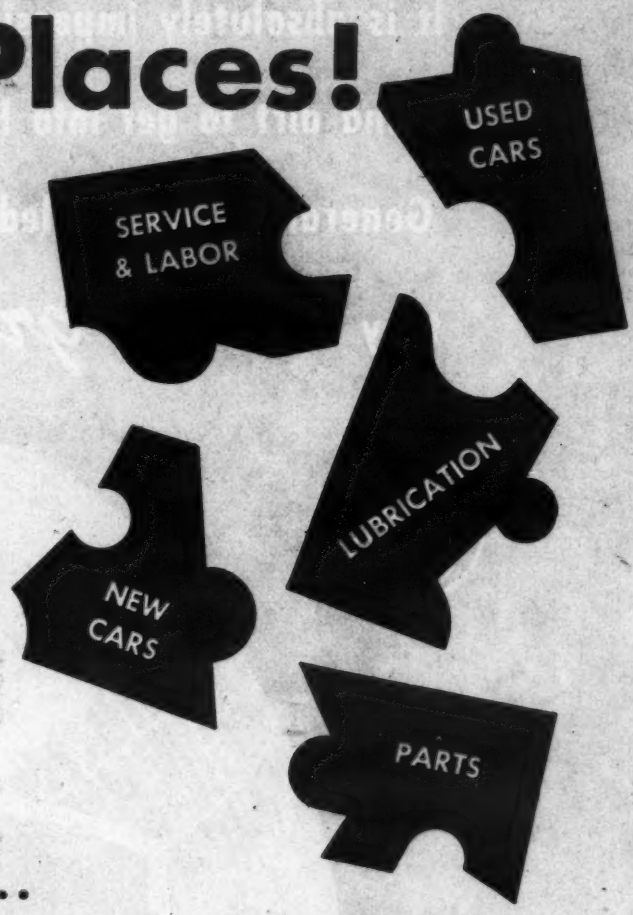
SAE Will Hear Weir on Nation's Critical Issues

DETROIT. — Ernest T. Weir, chairman, National Steel Corp., will address a dinner meeting of the SAE at the Hotel Statler Apr. 22. M. E. Coyle, vice-president of General Motors and general manager of Chevrolet, will be toastmaster.

Weir, a champion of small business, will discuss the critical issues faced by industry and the nation today. Holding that the law of supply and demand will bring about lower prices and prevent temporary inflation, he advocates elimination of price controls and immediate abolishment of OPA.

After the steel strike settlement he questioned why the government forced every steel company "regardless of its size, resources, or type of business, to operate under the terms made with the highest, strongest and richest steel company in the country." He added that "it has always been a principal of our form of government that people have a right to some voice in the matters that vitally concern them."

Fit 'Em Together and You Go Places!



Socony-Vacuum's New Car Dealer Plan is designed to help you coordinate all 5 big departments of your business for bigger sales pull and profits!

● No one knows better than you the *spot cash* value of having all departments of your business feed sales to each other. The *long-range business-building* value is even more important. Well-timed cooperation between departments is the fastest way there is to convert the one-stop, one-sale buyer into a satisfied, well-entrenched customer.

Socony-Vacuum offers you a proved, workable plan for developing this long-range selling strategy. It's the result of an intensive 2-year study of dealer problems across the country . . . 80 years of marketing experience.

Here are Fresh Ideas...

Important Business-Building Helps!

NEW Mobilgas Socony-Vacuum Car Dealer Plan

● Socony-Vacuum's New Car Dealer Plan offers practical help for every phase of your business . . . is quickly adaptable to your individual needs and problems. It features . . .

Complete help in training your men! . . . proved aid in layout planning! . . . sound advice on lubritory equipment and products! . . . business records that really work! . . . customer-pulling promotion material! . . . many other sales-making benefits!

Now's the time to strengthen your competitive position! Get the benefits of this plan starting today!

SOCONY-VACUUM OIL CO., INC. and Affiliates: Magnolia Petroleum Co., General Petroleum Corp. of California.

For Full Details— See Your Nearest Socony-Vacuum Representative!

TUNE IN "INFORMATION PLEASE"—MONDAY EVENINGS, 9:30 E.S.T.—NBC

Recollections

St. Louis H C Club Fetes 3 Pioneers

ST. LOUIS.—George P. Dorris, Frank F. Borbein and Herman L. Schnure, pioneers in auto manufacturing in St. Louis were guests of honor at a recent meeting of the St. Louis Chapter of the Horseless Carriage Club. They discussed their experiences in the early days of the industry.

Now 72, Dorris, once head of Dorris Motor Car Co., is still active as an automotive engineer. Dorris, who discussed chain-driven and tiller-steered cars, said that chassis are now standardized and manufacturers "just change the trimmings and sell glorified sheet iron and paint."

Borbein, who built frames and "running gear" for other pioneer auto firms, is now 81. He asserted that when he built parts and accessories, they were "tailored to order" for whatever kind of power was being used.

Schnure said one of the big points in salesmork in the early days was to convince prospective purchasers that the new-fangled contraptions would run without sputtering to a stop on hitting the first patch of Missouri mud.

Schnure, Dorris and Borbein are the three survivors of the pioneers who wrote the book, "Four Wheels and No Brakes."

COMPLETE PLANS for the broadcast of the first 500 mile auto race at Indianapolis speedway since the war (1941) were worked out at Chicago by (left to right) DeWitt Mowrer, Mutual Midwest sales manager; Herman Tester, director of advertising for Perfect Circle Piston Ring, Hagerstown, Ind., and Wilbur Shaw, only three-time winner of the classic race and president of the Indianapolis Speedway Corp. This will be the first time the race has ever been broadcast coast-to-coast exclusively by a network, and the first time it has ever been sponsored (by the Perfect Circle Piston Ring Co.). About 28 of the 33 cars entered in the race will be equipped with the sponsor's piston rings. The agency is Roger Bease, of Indianapolis.

Showroom in Oak

Mercer Motors (Chrysler), 1785 86th St., Brooklyn, N. Y., has refinished its showroom in oak paneling.

☞ Want Ad Dept., Inside Back Cover

'Can't-Starts' Lead List . . .

Service Study Points Up Automatic Chokes

(Continued from Page 29)

were responsible for increasing the total number of calls 27 percent above last year.

In spite of the fact that tires are considered to be practically as tight in supply as they were last yeat, the increase in calls because of tire trouble was less than the average total increase. Calls because of tire trouble increased but 44,251 or about 24 percent.

And, too, despite the fact that national fatalities have increased alarmingly over last year, the increase in the number of wrecks was only 575 as compared with an increase of 154,339 total calls.

Owners have been more careful in 1945 as evidenced by the fact that only 754 more drivers ran out of gas and only 19 more locked themselves out of their cars last year than they did the year before.

Divided as to location of service call as between city and out state, the city totaled practically one-third more than in the state. City drivers had more tire trouble than out state, with 33 percent of all city calls for tires while 30 percent of the state calls were for this trouble. Fifty-five percent of the city calls were for "can't start" while state calls for this cause represented 53 percent of the total.

State owners naturally had more stuck calls, 7.5 percent as against city of 3.3 percent. Both city and state owners were equally negligent about running out of gas, each representing 3 percent of the calls. For tow-in service, state again led 5 percent to 3 percent while on wrecks city dwellers led .97 percent to .65 percent. City people are just twice as careless about locking themselves out of their cars, with 2 percent of city and 1 percent of state owners calling for service for this cause.

The following table gives the number of calls for each type of service in 1945 as aginst 1944:

	1945	1944
Can't start	308,908	217,657
Tires	181,029	136,778
Stuck	29,795	19,229
Tow-in	21,077	14,154
Gasoline	17,165	16,411
Door locks	8,270	8,251
Wrecks	3,672	3,097
Total Calls	569,916	415,577
Cost per call	$1.40	$1.37

Cost per call in the city dropped from $1.21 each in 1944 to $1.20 each in 1945, while cost per call in the state increased from $1.60 in 1944 to $1.70 in 1945.

Fisher

(Continued from Page 29)

various new tools and pieces of equipment that will enable the metal worker to do a better and faster job.

The schools will be open only to dealers' service managers, experienced metal workers and their helpers in the employ of General Motors dealers, since the time required to do a national school program will allow only for refresher courses at this time.

Two half bodies will be used as models in the school to show the repair technics applicable to both four-door and two-door bodies. Each school will carry a full complement of tools, including the new equipment as well as certain supplies.

In addition to the necessity for getting metal men schooled in the newest and most efficient methods for body repair on used cars that soon will be rolling into dealer shops in trade on new cars and which will require considerable body work before they can again be sold, it is pointed out that today's service market should produce at least 35 percent of all customer labor from body repair and refinish.

Fisher Body division, in developing these schools, is bringing the school to the dealers' men for the first time, instead of having the men come considerable distances to attend the schools. The schools, too, are being kept on a very much higher technical level than most body schools because of the need for covering the greatest amount of territory in the least amount of time.

Ex-Agent Jailed In GM Fraud

DETROIT.—Clyde W. Whittlesey jr., former purchasing agent for the General Motors Truck & Coach division at Pontiac, Mich., has been convicted of defrauding GM of $45,000 in sales of war goods.

Federal Judge Ernest O'Brien sentenced Whittlesey to serve two years and pay a $1,000 fine. The government charged that he had set up three dummy sales concerns to sell war goods to GM.

Just Among Dealers . . .

(Continued from Page 3)

supervisor and a proud possessor of a Ford Model N.

Sammis & Downer, Inc., was the headquarters for the Simplex Racing Team during the period when Vanderbilt Cup races were held on Long Island. Samuel Poor, who is now vice-president of the General Tire & Rubber Co.,

Sammis in 1906.

Sammis now.

was an ardent racing fan and possessor of a six-cylinder Ford. Poor used to accompany Sammis to the racetrack to watch the drivers practice.

One morning they blew a rear shoe, causing the car to lurch sidewise into a guard rail which came in through the steering wheel and injured Sammis seriously. So seriously in fact, that the *New York Tribune* published his obituary stating that he had been killed in an automobile accident on the Vanderbuilt Cup course. Fortunately Poor was not injured. For both men it was not only an interesting experience, but an unusual one.

* * *

GEORGE B. KOPF (Chevrolet), Toledo, a boy that has made good in his own home town, having been born in that city Oct. 16, 1889. His first experience was when he started in 1911 in the parts department of the Buick Motor Co. In 1918 he took on the Chevrolet contract, which he has continued ever since. He has been an outstanding operator and has found time to do a lot of civic work and has been active in trade associations.

G. B. Kopf

One of his sons, Franklin, has recently received his discharge from service in the NADA Ordnance regiments after having served in Africa, France and Germany. Another son, George jr., is second in command of the Destroyer Escort Edmonds. He waited for the completion of the vessel at Houston, Tex., served on it during the trial runs in the Gulf and the final fitting out periods in Boston and Norfolk Navy yards. He saw active duty in the combat areas at Morotal, Leyte, Luzon, Iwo Jima, with the final assignment on the outer arc of naval protection for Okinawa for three months, the ship approaching the Japanese home islands as close as 40 miles on many occasions. I give this little history because it is so typical of the war experience of many dealers' sons.

Franklin has already started to work at the father's dealership, and George jr., who before the war had attended the Chevrolet school for dealer's sons, will return to it as soon as he has completed his present naval duty of laying up the Edmonds.

OSCAR C. GURLEY (Chrysler-Plymouth), Cumberland, Md., born Apr. 30, 1886, in Cumberland. After quite some time on his father's farm, he learned the machinist trade. After working several years at this trade, he decided to take on a dealership.

Starting with the single cylinder Cadillac, he went from there to the two cylinder Maxwell and then to Hupmobile and E.M.F. Still later he went in with Chandler. When World War I came, and caught up with him, he went with the Dayton Wright Aircraft Corp., Dayton, O., enlisting as motor tester and later being transferred to air test pilot.

When the war was over he returned to Cumberland, and took on Peerless. When they folded up he took on Chrysler-Plymouth in 1930 and is still going strong.

He is a director in the Cumberland Municipal Airport commission, and chairman of the Highway and Transportation commission.

* * *

L. M. DESHONG (Chevrolet-Cadillac), Paris, Tex., born March 13, 1894, in the same town. After years of experience in the retail automobile field he organized a Chevrolet dealership March 4, 1925. Therefore, he is celebrating 21 years in business this year.

In celebrating his anniversary he took a three-column, 12-inch newspaper advertisement in which he stated to his friends and customers: "It is our sincere desire to give you, the motor car owner, the best service possible, under existing conditions, and our constant hope is that we may once again serve your automotive needs in a normal manner. 'Til then we wish to thank you for your patronage, and the patience you have shown in cooperating with us during this trying period."

TEAL BROS. (Hudson) has thoroughly modernized this building for its use on Gratiot Ave., Detroit.

Rejections

(Continued from Page 29)

this was raised by 616. Condemnations totaled 11.

In trucks 218 were rejected on first inspection and 35 on second, with two condemnations.

Causes of rejection on first inspection for passenger cars and trucks, respectively, follow: Headlamp aim, 395, 110; intensity, 113, 37; out, 19, 7; faulty lens, 13, 4; loose assembly, 4, 3.

Brakes, equalization, 199, 80; effort, 103, 35; pedal clearance, 60, 16; hand brake, 71, 36; wheel alignment, front 100, 37; rear, 3, 6; horn, 24, 15; windshield wipers, 33, 32; visibility, 23, 5; glass condition, 50, 37.

Mirror, 4, 11; flares, 0, 39; reflectors, 1, 52; tail lamps, 100, 56; stoplamp, 208, 67; clearance lamps, 0, 1; other lamps, 184, 34.

Wiring and switches, 21, 6; signal devices, 0, 30; exhaust system, 82, 36; steering wheel, 42, 15; tires, 4, 0; total, 1,994, 903.

"We want you to know that Automotive News is the most read and quoted paper in our establishment." George Soule, Butler Nash Co., Butler, Pa.

Backshop . . .

By Jack Weed

(Continued from Page 29)

volume sales last year of $269 million. That is quite a sizable sum for just a division of a division to take in from sales. This record, can be better realized when one compares this sales volume with the total sales of Coca-Cola, for instance, which was $154 million last year, or National Biscuit Co., which sold a total of $205 million in 1945.

He also touched a bit on the problem of the dealer today, in trying to get adequately housed, in order to avail themselves of the business opportunities that postwar sales will make possible. Back in the 20's a dealer could build himself a new business house for approximately $2.50 per square foot. Today the cost for an inferior type building (if he could build it) would be around $7.50 per square foot. And with proper dealer buildings about as scarce as hen's teeth, dealers trying to get themselves properly housed certainly are taking it on the chin.

* * *

WAS DOWN Toledo and Bryan (O.) way a short time ago and wherever I went I bumped smack into what we writing machine pounders call good column material — stories that were unusual and not of the ordinary trade news variety. For instance, calling on Bob Swigert, sales manager of the Aro Equipment Co., Bryan, I spoke about how well he looked after a long, hard winter and he came right back at me with, "Why shouldn't I look good when we have as fine a health clinic in our office as we have here?"

And what a clinic — Bob took me down to see it — rubbing tables, all kinds of baths (external and internal) exercising machines. One would think one was in a hospital. And that is just about what they have down there.

It seems that Prexy Markey used to go to the Battle Creek Post Sanitarium regularly to take a course of sprouts to keep himself in top condition, so when the Army took this hospital over, Markey took over the equipment and the attendant who operated the health room and moved them down to the Aro main office, where not only he but all of the top executives in both office and factory could have the advantage of professional care. Bob told me he hadn't had a cold this year, and I know that he used to be subject to them quite often before he went with Aro.

* * *

THEN up in Toledo I dropped in to see North Wright of L-O-F, who was one of the sales dynamos for this major glass manufacturing plant before the war. During the war, he was Mr. L-O-F in Washington. Having had an attack of Washington "war jitters" that put him flat on his back in a hospital for some months. North was switched out of the sales headache department by President Biggers as soon as he could report for work and put in charge of all public relations including personnel relations.

Now North is ears deep in getting his company's employe relations — and incidentally most of Toledo's — back to the primary basis of pride in workmanship, pride in the factory one works for and pride in the town one lives in. The way they are doing it is a great story that some day will be told in detail. But it all goes to prove a point many of us have often made and that is, if firms would put their best salesmen in charge of employe relations, they would avoid many unpleasant labor disturbances. From all reports, Toledo is getting to be a "sweet" labor town.

* * *

THEN again in Toledo I went out to Electric Auto-Lite and I don't know who is responsible for the little courtesy touch I ran into out there but, until I am corrected, I am going to give Herb Bissell credit for this one. As you step up to the receptionist in the main office and give your name and the name of the man you want to see, the gal gives you a little green book titled "Products of Electric Auto-Lite" and she has written your name on a white slip that is attached to the booklet.

On this white slip is this message: "We hope that your call at our office will be a pleasant and successful one. Your time, we know, is valuable and everything possible will be done to prevent an undue wait on your part. Don't hesitate to ask receptionist to call your party again if you are not received in a reasonable period. Auto-Lite feels that you may be interested in the attached digest of its products and the short history of the company which appears in the back of the book."

Nice customer relations — huh?

* * *

THEN the "never-say-die" spirit of those McIntyre boys at Monroe Auto Parts was evidenced to me again on my way back to my office. As Joe Bickle was taking me on a quick run-through in a new addition to the plant, I saw a number of new tube mills busily welding tube — and commented on it.

It seems that following V-J Day the plant run into trouble getting all the tube they needed in the sizes they wanted, so Brower McIntyre said: "They can't do that to us," and promptly went out and bought sufficient equipment so that now they are making about two-thirds of all the tubing they use.

Incidentally I am now torn between two electrodes — or something. After taking the course of sprouts at Ford hospital, they put me on a diet to take off a lot of the weight my publisher has bought and paid for via the expense account route. Now their diet is one of those calorie things where you can have a tablespoon of this and a smidgen of that — and my belly has become educated to a much fuller dinner pail.

* * *

I WAS telling Brower McIntyre about it and he said: "Why don't you go on my diet which will take off at least eight pounds a month and you can have all you want to eat — if you stay in the prescribed limits — all the meat you want and citrus fruit and a few green top-earth vegetables but no condiments, salt, cooked vegetables or pastries. And no liquor of any type. Coffee black — no sugar, etc."

Now it's darned intriguing to be able to sit down to a large juicy steak or roast and gorge without having any after-effect qualms, but I also like beans and peas and corn and a whole lot of other things that Mr. Ford's diet allows in meagre quantities. So whether to go Ford or McIntyre is a big problem and worry; maybe I'll worry this belly off without having to diet if I keep up.

I hope so.

* * *

TALKING about my pet peeve of the moment I darned near forgot to chronicle another interesting bit of dope that Barney Roos, the dynamic chief engineer of Willys Overland, gave me when I visited him on this trip.

Barney has been bothered recently about seat widths and made up his mind to do a little original research on the subject and not let industry trend stampede him into doing something for which there was no call. So he had checkers spotted on several main traveled roads to see how many people rode in a five-passenger car.

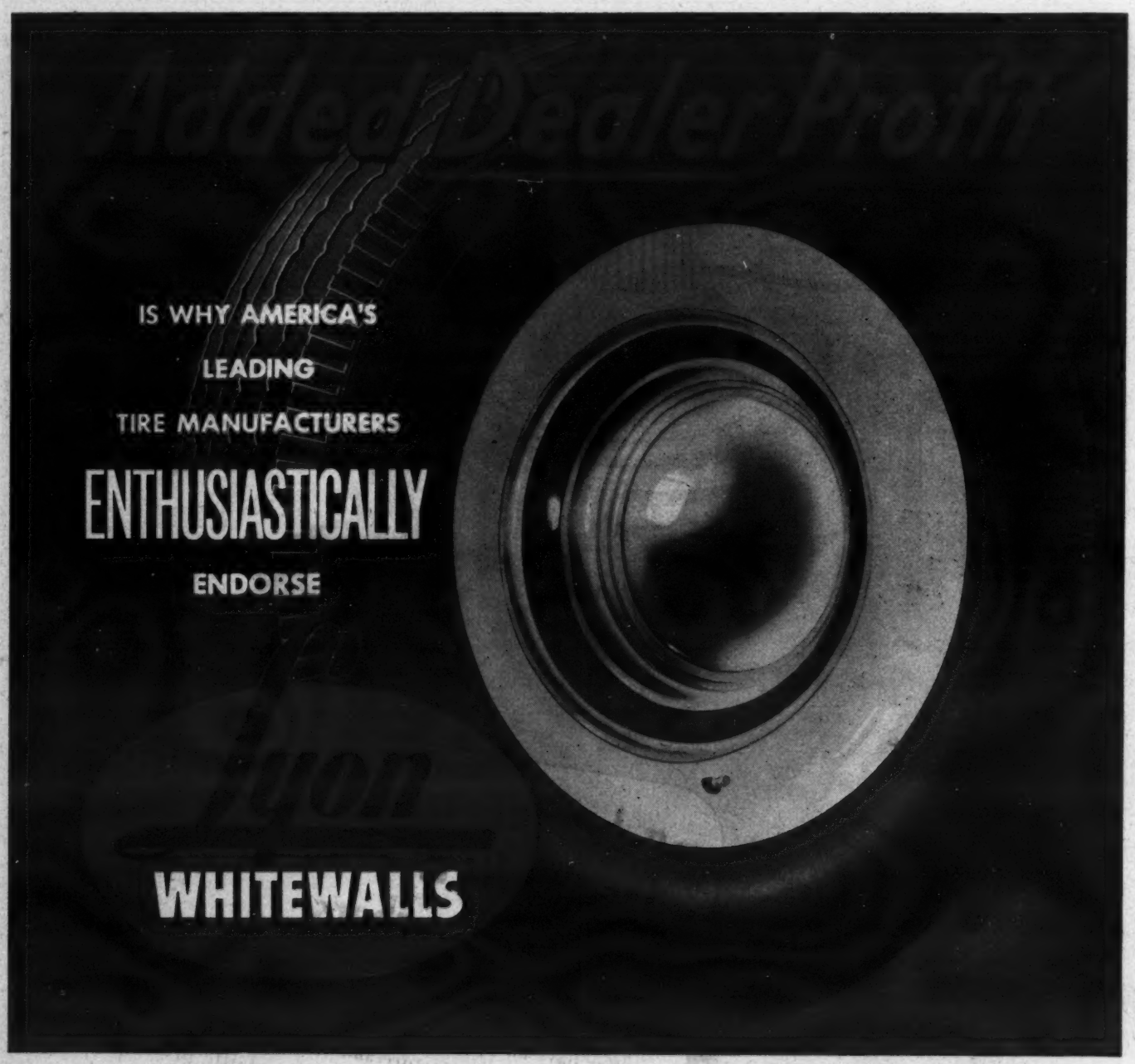
He obtained some figures which seem to be quite interesting and down to earth, especially for body designers. In 85 percent of the cars there were three or less passengers; in 74 percent there were two or less, and in 55 percent one person had the entire car all to himself.

So the trend toward three-passenger front seats seems to be in the right direction and borne out by Barney's check. I suppose the three - passenger front seat will work out real chummy like, unless a mother-in-law happens to be the third passenger — or one of the girl friend's former suitors.

Mustang Offers New Trailer

DALLAS.—Mustang Trailer Co., 6114 Forest Park Rd., will have a new all-aluminum trailer in production within three weeks, according to A. T. Whitacre, vice-president.

"Your paper is really giving us good results, much more than we had anticipated and we are sure any one advertising in your paper is more than pleased with the results obtained." Tow Bar Sales Company, 100 South Clinton Street, Chicago, Illinois.



ARE YOU MISSING THE BOAT ON THIS FAST MOVING BIG DEMAND APPEARANCE ACCESSORY?

INCREASED dealer profit *is* an important reason why you should display and sell LYON WHITEWALLS . . . but equally important is the fact that they represent *immediate* profit . . . for since the day of their introduction LYON WHITEWALLS have quickly become the fastest selling automotive accessory in the country! . . . Take advantage NOW of the profits you can realize, through multiple turnovers, on your investment in LYON WHITEWALLS. Ask your tire supplier for full details.

Fribley Cites OPA Injustices . . .

Public Asked to Aid In Dealer Fight

ALBANY, N. Y.—Carl E. Fribley, president, speaking for 1,500 members of the New York State Automobile Dealers, warned the public last week that new cars will not be available until the OPA stops bickering and establishes prices and policies that will allow unhampered production.

"Dealers have been blamed for the shortage of cars by many would-be purchasers," Fribley said, "when actually they are offering such service as they can at a great sacrifice. In addition, a number of dealers face the prospect of going out of business because of the unfair price policies of the OPA."

Fribley explained that the OPA had been placing on the dealers all the increased labor costs of manufacturing automobiles, by cutting dealer profits 7½ percent.

Fribley pointed out that an increase in the cost of new cars would not be nearly as costly to the public as is the present lack of cars. He stated further that most persons would be willing to pay a slightly higher price to get an automobile at the present time.

"This would not be an inflationary procedure, since prices would immediately drop as soon as production gets in full swing," he added. "Production, and not unfair price fixing, is the true hedge against inflation. If OPA could decide what the price of automobiles should be, the public would have cars by now."

Fribley stated that during the war the legitimate automobile dealers, who remained in business despite OPA policies, existed largely on service and repair work and were forced to dig into their capital to keep running at all.

"Now," he added, "when there is a prospect of getting new cars and resuming business on a scale calculated to give us a decent profit, the OPA has reduced that profit to a point where dealers can continue in business only at a sacrifice. This means the ruination of small business as far as dealers are concerned."

Fribley emphasized the fact that the 1,500 member dealers were not asking any increase in profits, but were only seeking to make the same percentage of profit that they made before the war, thus enabling them to stay in business.

He called upon the public to urge Congress to amend the order to prohibit the OPA from tampering with price control act, traditional trade discounts and established business practices.

He further called upon the 1,500 members to take a firm stand against the OPA's "arbitrary and hidden discount cuts," pointing out that the pricing law never was designed to give OPA the right to cut discounts.

MORE THAN $7 million worth of orders for Kaiser and Frazer automobiles taken at the recent Waldorf-Astoria premiere showing of the cars are handed over to Gerry Lyons (center), general manager of Regional Motors Sales, New York distributor, by factory representatives. The latter are Tom Carson (left), special representative, and Bert Elgin, regional manager. These orders are being processed and handled through dealers in the distributors' area which includes New York City and nine nearby counties.

Brake Warning Ties in With Safety Drive

MANHEIM, Pa.—Now ready for display in both wholesale and retail outlets, a colorful new decalcomania dramatically stresses the importance of brakes in road safety. Produced by United States Asbestos division, makers of Grey-Rock brake lining, it asks "Are Your Brakes As Old As Your Car?"

Distribution of the decalcomania is timed to accord with the police chiefs' vigorous 1946 campaign, the Traffic Safety Check, May 15-June 25. This year again, brakes receive the greatest emphasis in the police chiefs' campaign.

What do you want to buy, sell or trade? See Classified Want Ads, inside backcover this issue.

AAA Promises 'Clear' Contract Under New Code

MILWAUKEE. — In discussing the new-car sales code recently endorsed by the executive committee of the AAA, Robert Brayton, public relations director of the Wisconsin division of that organization, said:

"The code is designed primarily to offer the prospective buyer, through cooperating dealers and others handling finance paper, a time contract which will show clearly all charges involved and make it possible for the buyer to examine the rates charged before signing the contract for a car."

He explained that the new-car sales code had been developed after a great deal of study, by the National Assn. of Credit Bureaus, and that it had received the endorsement of NADA and the Consumer Credit division of the American Bankers' Assn.

"We finally located these parts although it took 2 ads several months apart. We believe in being persistent." Parsons Auto Reconstruction Shop, 45 North Franklin St., Washington, Pa.

NAPA Members Receive Manuals On Procedure

DETROIT.—Three manuals on jobber operation, the first of a series of such manuals to be printed on all phases of jobbing procedure are now being mailed to members of National Automotive Parts Assn., Henry Lansdale, general manager, said last week.

The first three cover all phases of shop, store and sales management procedures. They are available only for NAPA jobbers. The sales management manual covers the sales management job, analyzing territories, planning for sales coverage, handling salesmen and advertising.

The shop booklet covers the requirements of a jobber shop, how to set it up, what equipment to use, management and control of shop and a list of the equipment makers that can furnish various machines.

The store edition covers location of store, selection of building, store interiors, stock room, office counter, store exterior treatments and types of display fixtures.

Pa. Dealers Meet Sept. 23-24

HARRISBURG, Pa. — (UTPS) — The 26th annual convention of Pennsylvania Automotive Assn. will be held Sept. 23-24 at the Bellevue-Stratford Hotel, Philadelphia, Claude S. Klugh, manager, announced last week.

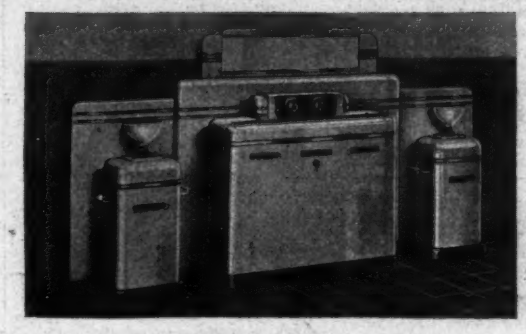
Members will be contacted later regarding room reservations, registration and other details, he said.

Bailey Chartered

Tom Bailey Motors, Inc., of Rocky Mount, N. C., has been chartered with authorized capital of $100,000 to engage in the automobile business. Principals are **N. T. Bailey, Eva M. Bailey and Robert W. Bailey, all of Rocky Mount.**

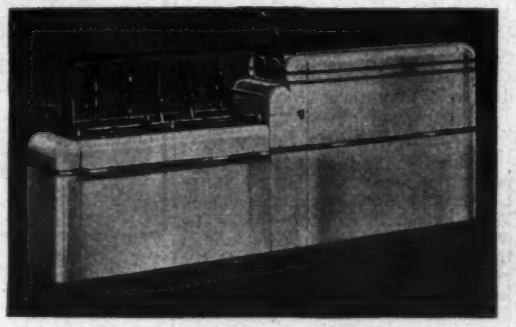
LINCOLN has the RIGHT EQUIPMENT for YOUR Lubrication Department

No matter what your plans—installing a new lubrication department, or re-modeling your present department—Lincoln Lubricating Equipment offers the modern, easy way to greater profit. Regardless of the type of building or arrangement—Lincoln can furnish the RIGHT equipment to dress up your department and give you top efficiency.



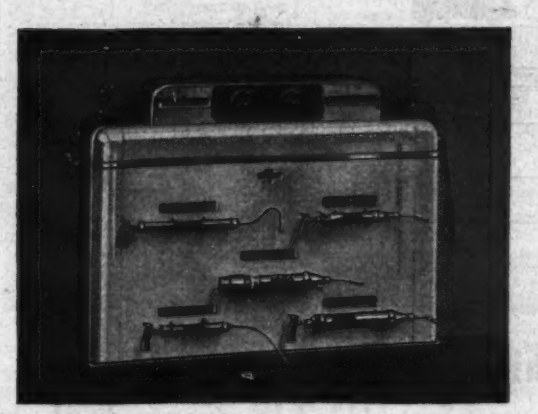
STANDARD WALL BATTERY

Decorative Lubricant Cabinet houses one chassis and two gear lubricant pumps that dispense directly from 100-lb. original containers to centrally located Lubreels or Overhead Swivel and Service Tower. Two Lincoln Drainmobiles are at right and left.



MASTERLUBER

For installation between two lifts or alongside one lift. Two chassis, two gear and one air outlet with hose assemblies mounted on automatic, air-operated retracting reels. One chassis and two gear lubricant pumps dispense lubricant direct from original 100-lb. containers concealed in cabinet.



AUTOLUBER

A Portable Lubrication Unit that dispenses chassis and two gear lubricants direct from 100-lb. original containers. One chassis and two gear lubricant pumps with hose assemblies, and Specialized Service Guns, arranged on brackets on front panel.

SINGLE UNITS

The individual portable units above are an air-motor operated Lubrigun for Chassis Lubricant, two hand-operated Gear Lubricant Dispensers, and a Lincoln Drainmobile. All units accommodate 100-lb. containers. Gear Lubricant Dispensers are also available in air-motor operated models.

In addition to basic lubricant dispensing equipment, Lincoln can furnish sales-impelling auxiliary units such as Servmobiles, Service Merchandisers, and Desks,—everything required to meet your needs—all harmoniously designed and finished in attractive Lincoln white and red,—colors that have real beauty and eye-appeal. Investigate Lincoln before you buy. Mail coupon below.

LINCOLN

Pioneer Builders of Engineered Lubricating Equipment

Lincoln Engineering Company • St. Louis 20, Mo.

GENTLEMEN:

Please send me Complete Catalog and Bulletin on Lincoln Business Building Lubricating Equipment.

Name_____

Firm_____

Address_____

City_____ State_____

ADV AMD

Dealer Service Doings

New Service Station in N. Y. Opened by Glidden Buick

Glidden Buick Corp., Broadway and 55th St., N. Y., announced last week that it has expanded service facilities. Arthur Lee Newton, president, and F. L. Yarrington, general manager, said the firm has opened a new service station at 531 W. 57th St., giving the organization three conveniently-located stations in Manhattan.

The new station, replacing a station at 239 W. 66th St., has 120,000 square feet of floor space in the building extending from 57th to 58th Sts.

* * *

Davies Opens Business In St. Petersburg

Harry N. Davis, recently discharged from the Army after 3½ years as a B-24 pilot in the China-Burma-India theater, is opening a service station, repair shop and used car department, at Central Ave. and 17th St., St. Petersburg, Fla.

Davis will be general manager, **William E. Davis**, a brother, will be auto repair manager, and **William Hackney** will be with Davis in the auto shop. **Roy C. Davis** will be used car manager.

* * *

Central Motor Parts Builds in Fort Wayne

The Fort Wayne branch of Central Motor Parts, Inc., Indianapolis, is building a new $37,000 one-story brick building, 98 by 150 feet at 413 W. Main St.

William Hunn is manager.

* * *

Van White Acquires Site For $125,000 Building

Van White, owner of the Van White Pontiac Co., 723 Broadway, announced last week the purchase of three lots at State St. and W. Capitol Ave., Little Rock, Ark., for erection of a $125,000 brick building. Construction will begin as soon as possession is relinquished by present occupants.

White will continue to operate his present used car lot at 724 Spring St.

* * *

Daniels, San Francisco, Finishes Expansion

An extra 20,000 feet of floor space has been acquired by **George Daniels**, San Francisco Pontiac dealer, for the metal work, paint and upholstery departments.

He has completed construction of a parts department in the store at Van Ness Ave. and California St. The new space is at 1440 Green St. The cost of the expansion was set at $30,000.

* * *

Bliven Heads Service

Harry Bliven has been appointed service manager of Quality Buick, Inc., 508 Main St., Des Moines. He has been in the automotive business in Davenport for the past 14 years.

* * *

Adds to Floor Area

An additional 7,000 feet of floor space is provided by the addition to the service department of Sam Bruno (Chrysler), New Brunswick, N. J.

* * *

Lucky 13

Waco Firm Offers Service Package

Business has been spurred with a weekly "special" instituted by Central Motor Co. (Dodge-Plymouth-Chrysler), 906 Austin Ave., Waco, Tex.

Said to be the first special of its kind since the close of the war, it gives 13 motor check-up services for $3.50, backed by a company which has been in business for the past 30 years.

* * *

Adds Service Room

Tri-State Motor Co. (Chrysler), Quincey, Ill., has increased its service quarters by occupancy of another building. Approximately 8,000 square feet were added.

* * *

Plans Body Shop

Joseph Abrahamson (Chrysler), Hammond, Ind., announced last week plans for construction of a body shop. It will be 40 by 120 feet. The showroom has been remodeled.

* * *

Adds to Service Space

John J. Conway (Chrysler), Baldwin, N. Y., has moved to a new location which gives the service department 5,000 square feet of floor space.

* * *

Clark Stars Business

A new garage and service station has been erected by Marion Clark at 6800 Douglas Ave., Des Moines, Ia. He was formerly associated with Swan Motor Co.

* * *

Luby Bell Expands

Luby Bell (Chrysler), Mt. Olive, N. C., has completed its showroom and offices. An expansion of the service building will be completed in a short time.

* * *

New Parts Department

A new showroom and parts department has been opened by W. W. Jeffords (Chrysler), Orangeburg, S. C. The dealership is being organized along departmental lines.

* * *

Hallam Back with Davis

A three column advertisement inserted by Davis Motors, Ltd., in a Victoria, B. C., newspaper, announced that **Maj. Maurice Hallam**, veteran of two wars, had returned as part and accessory division manager.

* * *

Adds Front-End Shop

Verlin Brown (Chrysler), Richmond, Ind., has remodeled the showroom and parts department. A front-end repair department has been installed.

* * *

Doubles Parts Stock

Willinski Bros. (Chrysler), West Collingswood, N. J., has completed a new parts department and doubled its parts inventory.

* * *

Vennell Joins Leary

Arthur W. Vennell has been appointed general manager of H. B. Leary jr. & Brother Co. (Chrysler), Washington. During the war he was in the Division of Protocol of the State department. He first became associated with Chrysler when he joined the staff of a Chicago distributor in 1924.

* * *

To Erect Showroom

F. Homer Frasier (Chrysler), Hartford City, Ind., plans to erect a new showroom.

* * *

Increases Shop Area

About 6,000 square feet has been added by **Frank Schull** (Chrysler), Willow Grove, Pa., for service facilities.

* * *

Sherrard to Build

M. G. Sherrard (Chrysler), Abbeville, S. C., has altered his temporary quarters until construction of a new dealership can be started.

* * *

Finn in New Building

Henry J. Finn (Chrysler), Deming, N. M., has moved into a new building.

* * *

Plans Shop Addition

Lloyd Gregg, Inc. (Chrysler), N. Hollywood, Calif., plans an addition for heavy repairs and a bump shop.

* * *

Pine Street Builds Shop

Pine Street Motor Co., Fitzgerald, Ga., is building a service department to be operated in connection with the sales business.

* * *

Neary Joins Blanchard

Lewis E. Neary, terminal manager of Keeshin Motor Express Co., Rochester, N. Y., for the last four years, has joined the Blanchard Storage Co., Inc.

* * *

Lipscomb Motor Builds

Construction of a brick, concrete and steel building for Lipscomb Motor Co. (Ford), Paragould, Ark., has been started. Cost will be $50,000. **Sam Lipscomb, M. F. Block** and **W. F. Kirsch** are owners.

* * *

K-F Appoints Baltz

A. J. Baltz, owner of Baltz Hardware Co., Pocahontas, Ark., has been appointed Kaiser-Frazer dealer for that territory, including Randolph county.

* * *

Kolb Named by K-F

Kolb Motor Co., Clarksville, Ark., has been appointed by Kaiser-Frazer for Johnson county. **Davis Kolb** is manager.

* * *

Wilkes Stock Burns

The large stock of automobile accessories of the Wilkes Motor Supply Co., North Wilkesboro, N. C., was practically destroyed by fire on March 5.

* * *

B & H Willys Co.

B & H Willys Co., Williamston, N. C., has been chartered with authorized capital of $50,000 to deal in automobiles. Principals are **W. R. Banks, Hugh G. Horton** and **Vivian I. Banks**, all of Williamston.

* * *

On Hospital Board

Joe Freeman, owner of Milan Chevrolet Co., San Antonio, Tex., has been named chairman of the board of managers of Robert B. Green Memorial hospital.

* * *

Dick King, former service manager for Nash Motors in the Dallas zone office, has taken the same position with Dallas Nash Co., 2019 Pacific. **R. E. Corder** is sales manager, having joined the company after returning from military service.

* * *

Capital Motor Sales Co., 665 W. Goodale St., Columbus, O., has begun alterations in its shop.

* * *

Joe Ihms has returned to Frank Graham Co. (Lincoln-Mercury) as service superintendent. He served as automobile instructor for the government at Conley, Ga.

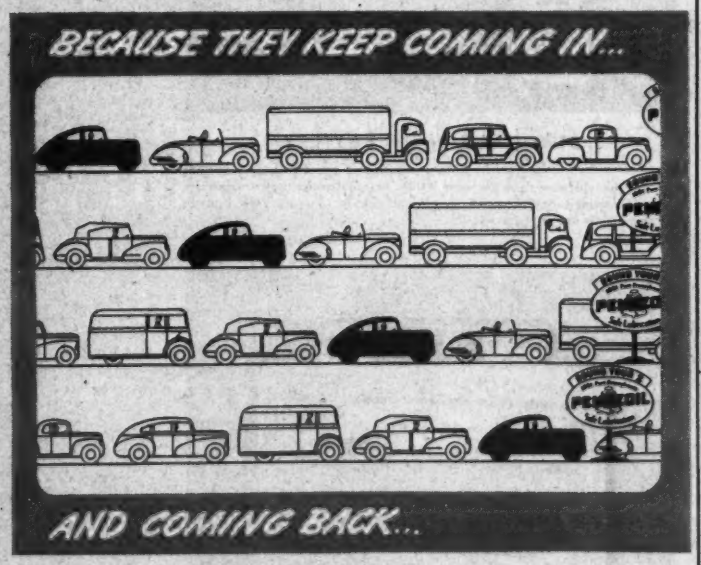
* * *

Overstreet Nash Motor Co., Ponca City, Okla., has added a body and paint shop headed by **John Wheeler**, who has had 18 years of experience in body and paint work.

* * *

H. J. "Blake" Blakemore has received his honorable discharge from the Navy, and has been named manager of the repair department of Robbins Motor Co., Fort Smith, Ark.

ONE OF THE BEST displays of parts and accessories in any small city is said to be that of Dahl Motors, Chrysler dealer in Terre Haute, Ind. Harry Dahl believes in the old business adage that if you want people to buy your merchandise you have to show it.



...this PENNZOIL proposition gets more profitable every day!

When you realize that month after month Pennzoil advertising sends over 22,000,000 messages into the nations homes . . .

When you know that Pennzoil quality performance keeps customers satisfied and coming back . . .

And when you see that the Pennzoil customer is your best bet for *all* your merchandise and services . . .

It's easy to see why you make more money with Pennzoil—make more and more, day after day!

With Pennzoil reaching new heights in popularity and acceptance, it's easier than ever to sell Pennzoil . . . and more profitable.

Get the facts from your Pennzoil distributor . . . or write to us for his name.

Sound your "Z"

PENNZOIL

SOUND YOUR Z 100% Pure Pennsylvania PENNZOIL Safe Lubrication

THE PENNZOIL COMPANY • Executive Offices • OIL CITY, PA.

*Registered trade-mark Member Penn Grade Crude Oil Ass'n., Permit No. 2

PENNZOIL* MOTOR OIL & LUBRICANTS

Model H-14

New HOPE All Metal PARTS BINS

for Automotive Dealers

Patented, Adjustable Separators — no bolts, screws, clips, etc., to bother with. Separators and shelves set up to fit YOUR requirements. Write for catalog showing various models.

Delivery in 3 weeks.

HOPE METAL PRODUCTS, INC.
1505 Rockwell Ave. - Cleveland 14, Ohio

Built for Better Service

• DOCKSON FEATHERWEIGHT FACE SHIELDS

are built in a complete range of models to meet any requirement.

Dockson Face Shields are designed and constructed to embody the utmost in safety, comfort, and durability. Headgears are scientifically designed and moulded of fibre, comfortably padded and fully adjustable.

These Shields are only one of the many fine quality Dockson Products used by hundreds of leading manufacturers for over twenty years.

DOCKSON CORPORATION

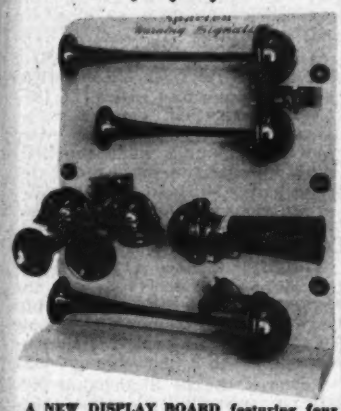
3839 WABASH, DETROIT 8, MICH.

NEW PRODUCTS

Powder Weld Introduces New Welding Tool

A new flame tool has been announced by Powder Weld Co., 419 Kent Ave., Brooklyn, N. Y. The equipment consists of a torch, made in the general outlines of an ordinary welding torch, but having a special patented nozzle and 16 independent controls, many of them at the handle of the tool; a control box with air and gas pressure regulating valves and a canister from which powdered materials are fed through the flame. The flame is generated and controlled by preselected combinations of gasses and air. Known as Powder Weld, the equipment is described in a bulletin issued by the maker as "a new method of welding, brazing or surfacing with infinite compositions of powdered materials."

* * *



A NEW DISPLAY BOARD featuring four models of Sparton horns is now offered distributors by Sparks-Withington Co., Jackson, Mich. According to Sparks-Withington, this attention catcher is just one part of their broad merchandising program for Sparton horns.

* * *

Alumatone Corp. Offers New Chrome Paint

The "nearest approach to natural silver chrome finish in a ready-mixed paint" is announced by Alumatone Corp., 1523 Grande Vista, Los Angeles 23, Calif.

The patented stabilizer used in its manufacture gives package stability and prevents the paint from darkening in the can even after opening, the firm said. The product is known as Chromatone and is packaged ready for instant use.

* * *

New Aircraft Grease

NEW YORK.—The Texas Co. announced last week the development of a new type of aircraft grease which is said to meet lubrication requirements for flying operations between temperature extremes of minus 40 degrees F. and 250 degrees F. It thus eliminates a large number of specialized aircraft greases heretofore required and reduces the complexity of the lubricating job, officials state.

* * *

New Magnifier

The new Copeland Super-Viewer magnifies with extreme clarity 2 by 2 inches and the larger 3¼ by 4¼ inches photographic transparencies such as used by industrial advertising and research departments, schools, hospitals, institutions and private photographic enthusiasts. It is manufactured by Barnett Optical Laboratories, Chicago 26.

* * *

LEONARD MFG. CO., Los Angeles, has developed this automatic recessed handle and door lock. The handle sets in a recess on the outside of the door. Below the handle is the key lock cylinder and surrounding the cylinder is a ring. Pressure on the ring releases the handle from the recess. Leonard says the prevention from freezing has been developed at low cost.

Heil Publishes Bulletin On 4 Hoists and Bodies

Four new bulletins on bodies and hoists are available on request to The Heil Co., 3000 W. Montana St., Milwaukee 1. They are: BH-4534, Heavy duty dump bodies and twin cylinder hydraulic telescopic hoists; BH-4550, twin arm hoists for heavy duty trucks; BH-4533, twin arm hoists and bodies for 1½ to 2½ ton trucks; and BH-4549, platform conversion hoists.

The company has made 30 different improvements in the design and construction of its arm type hydraulic hoists over its prewar models.

* * *

J O Torque Tool Catalog Ready for Distribution

J O Mfg. Co., 8442 Otis St., South Gate, Calif., announced last week that the new catalog describing its line of torque tools is ready for distribution. The tools have no exposed mechanism to bend or break, no dials to watch, no gauges to read while working, the booklet states.

It adds that when the desired torque is reached the break comes by automatic impulse; it does not depend on the sight or hearing of the operator.

* * *

10-Inch Slide Rule

To fill the need for a slide rule of greater dimensional stability, Charles Bruning Co. has introduced a new ten-inch slide rule. Priced at $7.50, this ten-inch rule is similar in construction to the five-inch pocket slide rule introduced by Bruning last year. Address all inquiries to Charles Bruning Co., Inc., 4754-10 Montrose Ave., Chicago 41, Ill.

* * *

AVAILABLE FOR IMMEDIATE DELIVERY for less than $100, the Turco Hydro steam unit utilizes the dealer's steam supply. Any steam line maintaining 80 to 150 pounds pressure with a ¾ inch valve outlet is all that is required for connecting up the unit. Turco Products, Inc., 6135 S. Central Ave., Los Angeles 1, will give a free demonstration.

* * *

Explains Jet Power

How modern metallurgy and engineering have made practical use of jet propulsion principles that were known since 130 B.C. is explained in a new booklet by Thompson Products, Inc., Cleveland, manufacturers of turbine wheels, nozzle diaphragms and other components for jet engines.

* * *

Nemco Catalog

A new catalog, describing the 1946 Nemco line of auto-radio antennas, was released last week by National Electronics Mfg. Co., 22 Steinway St., Astoria 4, Long Island, N. Y. The catalog gives complete details of the five types of Nemco antennas; each one available in various lengths.

* * *

Marking Equipment

A catalog, describing a complete line of marking equipment, is announced by Acme Marking Equipment Co., Detroit. Illustrated throughout, it includes more than 150 different products in the marking field, among them Acme's branded line of "Ram's Head" steel stamps.

THE TIREMATIC HYDRAULIC PRESS developed by Wats Mfg. Enterprises, Miami, Fla., breaks frozen tire beads free from rims by using two sets of segments linked by a piston. While segments on one side are used as a heel, other segments apply uniform thrust around entire rim. Press handles wheels without removal from dolly. The firm also makes a manual tire changer.

Compact Thor Recapper Handles Four Tires

Requiring only the space of the conventional watchcase-type mold, a recapping-retreading mold that will handle four passenger car tires of any size at one time has been announced by Thor Mold and Machine Co. of Akron.

The Thor Big Four Mold, according to Ernest P. Engstrom, president, has been designed for the dealer who contemplates adding to his list of services but whose space is limited.

* * *

Insalize Available

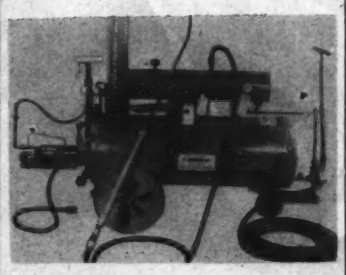
Lumanize Products Co. announces that its Universal Liquid Insulator, "Insalize" is now available. Address the company, for "Insalize" literature and prices, at 141 W. Jackson Blvd., Chicago 4, Dept. 29.

* * *

Wiry Joe Display Rack

Crescent Co., Inc., Pawtucket, R. I., manufacturer of Wiry Joe automotive wire and cable, last week announced that a new display rack for battery cables was available to the trade. Full information on the new display rack can be obtained from any jobbers, or by writing direct to the company.

* * *



D. C. COOPER CO., 1467 S. Michigan Ave., Chicago 5, announces a new automatic generating steam cleaner which is said to fit the requirements of the smallest or largest plant or shop. The firm says one man can speedily remove grease, dirt and grime from motor blocks, electric motors and other industrial equipment with the industrial steam cleaner.

* * *

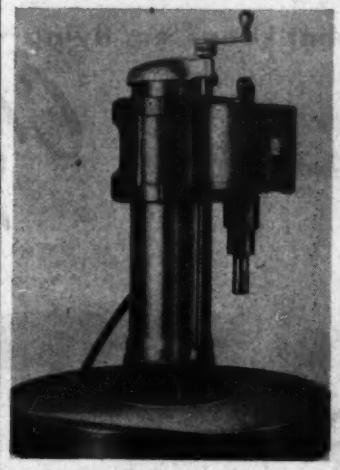
Marsh Speech in Book

The interesting address titled, "Where Automobiles Have Been and Where They Are Going" given by Harry B. Marsh, director of market research, Perfect Circle Co., Hagerstown, Ind., at the Motor & Equipment Wholesalers Assn. regional reconversion conferences held in November and December has been issued by MEWA, 309 W. Jackson Blvd., Chicago 6 in booklet form.

* * *

On Air-Cooled Brakes

Just released by the Automotive and Aircraft division of American Chain & Cable Co. is a 16-page catalog giving up-to-the-minute details about the air-cooled brake for trucks and buses. For your copy mail a card to Automotive & Aircraft Division, American Chain & Cable Co., Inc., Bridgeport 2, Conn.



MEAD SPECIALTIES CO., 4120 North Knox Ave., Chicago 41, announces a new air-operated column press. This unit, which delivers a ram pressure of 3,000 lbs. on 110 lb. line pressure, is particularly useful for small to medium runs where it is desirable to leave fixtures permanently mounted to base.

* * *

Gives Quick Adjustment

An adjustable pull-head to make possible quick adjustment for off-center pull broaching on Colonial utility broaching machines was announced last week by Colonial Broach Co., Detroit 13. The device permits the ready broaching on these machines of such things as keyways which require an off-center broach puller.

* * *

Help for Displaymen

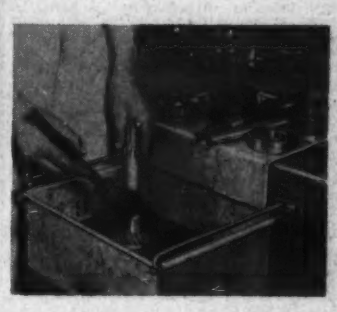
A new Display Guide, just published by Sherman Paper Products, presents many materials which will be interesting to displaymen. The booklet presents scores of time-saving background materials and accessories for window and interior displays. The booklet is available, without charge, from Sherman Paper Products Corp., Newton Upper Falls 64, Mass.

New Line of Lock Washers Complies with Standard

The Reliance division of Eaton Mfg. Co., Massillon, O., last week announced a complete line of spring lock washers produced in compliance with the standards adopted by the American Standards Assn., and known as "American Standard Spring Lock Washers." The company guarantees this product to meet both ASA and SAE specifications, it states.

The new line appears in brilliantly modern packaging which immediately distinguishes it from the former SAE standard product.

* * *



GALE-MARTIN CORP., 540 W. 24th St., New York 11, has developed this parts cleaner which is attached to bench and slides out of the way when not in use.

* * *

Plug-In Test Lamp Designed by Hanlan

A plug-in test lamp for quick, accurate checking has been announced by Hanlan Co., 1419 W. Jefferson Blvd., Los Angeles 7, Calif.

Wiring, switches, relays, coils, resistors, starters, fuses, generators, ignition systems and lamps are easily checked for shorts, open circuits and grounds, it was said. The test lamp will be distributed through jobbers and will sell for $1.50.

* * *

Vibration Test Folder

L. A. B. Corp., P. O. Box 162, Summit, N. J., last week issued a descriptive folder on its Vibration Test machines. The machines were used during the war to shake out faults in equipment manufactured for the armed services, according to George D. Nutting, vice-president.

* * *

Superlok Made Standard

Superlok, a construction that permanently locks bulb to base, and heretofore supplied primarily to the government on lamp contract, is now standard on all large Wabash-Birdseye lamps manufactured for civilian use. The new construction eliminates base cementing and neck strapping.

* * *

Spark Plug Data

Aircraft Screw Products Co., Inc., has published Bulletin No. 237-A, describing the advantages of "helicoil" spark plug bushings as opposed to various other types of installations. It contains data on assembly and servicing, and gives details on a typical installation.

* * *

Toggle Press

Numberall Stamp & Tool Co., Huguenot Park, Staten Island 12, N. Y., announces the manufacture of a new bench hand toggle press, Model 97, for numbering, marking, and stamping for any tool room.

Obituaries

Death Takes J. F. Boyd, Kelley Book Editor

LOS ANGELES.—James F. Boyd, formerly assistant general sales manager of De Soto, died suddenly at his home here. During the war Boyd gained national recognition as automobile rationing executive of OPA with national headquarters in Washington.

He has spent 25 years in the automobile business and during the past year has been editor of Kelley Blue Book in Southern California.

• • •

Robert A. Trice

JACKSONVILLE, Fla. — Robert Arthur Trice sr., 51, died at his home in South Jacksonville. Mr. Trice was head of Trice Motors, 1055 Main St. Prior to organizing his own dealership he was connected with Stanley-Leff Motors.

• • •

L. Ralph Wright

ATLANTA, Ga.—L. Ralph Wright sr., 60, for many years associated with dealers in this area, died last week. He was formerly Plymouth sales manager for Harry Sommers, Inc. and more recently personnel manager for Bell Aircraft.

• • •

Karl E. Barton

AKRON.—Karl E. Barton, 58, manager of Goodyear Tire & Rubber Export Co.'s mechanical goods department, died March 21 of a cerebral hemorrhage, three hours after he collapsed while walking through the general office lobby of the Goodyear plant.

• • •

Robert P. Hinson

LINCOLNTON, N. C. — Robert P. Hinson, 57, a pioneer auto dealer in this section, died March 28 after a heart attack. Mr. Hinson drove the first automobile seen on the streets of Lincolnton in 1910 and the same year entered the auto business. In 1927, he built the large garage which his business now occupies.

NEW VERSIONS of Studebaker's popular Coupe Expresses are a feature of the company's newly introduced commercial car line. Above is the half-ton pick-up carrying a maximum gross rating of 4,500 pounds. Bodies have been increased in size to facilitate loading, while numerous refinements emphasize driver comfort and safety. The half-ton Coupe Express is powered by a six-cylinder Econ-o-miser engine.

Separates Production Setup . . .

Studebaker Strengthens Truck Market Bid

(Continued from Page 1)

Chassis and engine specifications include such features as automatic choke, shockless steering, 7-inch frame, handbrake on rear wheels, Hotchkiss drive, hypoid rear axle, octane selector and aluminum alloy tin-plated pistons.

A gasoline-saving overdrive transmission with steering post gear shift lever is available along with an optional four - speed transmission. Other options include hill holder, dual horns, rear bumper, heater and radio.

ONE TON — Pick-up and stake models. The coupe express pick-up model carries an 8-foot body and the stake model, having a longer wheelbase, a 9-foot body. Gross vehicle ratings are 7,800 pounds and 10,000 pounds respectively. The coupe express comes with six-ply 7.00x17 and the stake model with an eight-ply 7.50x17 front and single rear tires, with larger sizes and dual rears optional.

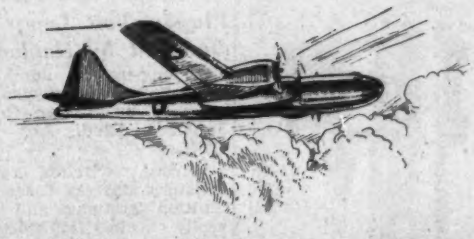
Both units are powered by Econo-miser engines and equipped with heavy duty, full floating axles. The all steel, three-man cabs have the same comfort features as the ½-ton pick-up. The stake model has auxiliary rear springs and the pick-up has shock absorbers as standard chassis features.

ONE AND ONE-HALF TON— A choice of three wheelbases with a maximum gross rating of 13,500 pounds when supplied with standard heavy duty rear axle and 15,000 pounds when supplied with optional two-speed rear axle with power shift. In tractor-trailer service the maximum gross ratings are 22,000 pounds and 24,000 pounds respectively.

The M16-28 takes a 9-foot body, the M16-52 a 12-foot body and the M16-95 an 18 to 20-foot school bus body. All models mount eight-ply 7.00x20 front and dual rear tires as standard, with larger sizes optional.

Powered by the Studebaker Hy-Mileage six-cylinder engine, these vehicles have massive channel frames more than 8 inches deep, with 6 to 8 cross members. A four-speed transmission is standard.

The same force that keeps 'em flying—



CAN NOW FLASH YOUR WINDOWS UP OR DOWN

● It's harnessed air power that gives an airplane its lift. It's harnessed air power which, with Lift-O-Matic, will raise or lower your windows in a split second.

Lift-O-Matic may be installed on all windows — or for economy's sake, only on the all-important driver's door. With it you merely flick a button — your hand hardly leaves the wheel — your eyes never leave the road — yet the window flashes up or down — part way or all the way as you wish.

In perfecting the Lift-O-Matic, Trico drew upon 25 years of experience in the manufacture of millions of windshield wipers and other mechanisms for safer, more comfortable driving. Provision for optional installation may be looked for in the car of tomorrow.

Completely Concealed within the Car Door

TRICO Lift-O-Matic Harnessed Air Power

Touch Button Control of Motor Car Windows Trico Products Corporation, Buffalo 3, N. Y.

Alcan to Open For Tourists Within a Year

WHITEHORSE, N. W. T.—The Alaska highway will, "for the present," continue to be operated by the Canadian Army as a military road, but will be opened up for civilian traffic as soon as possible, Gen. McNaughton, newly appointed Canadian representative to the UNO Atomic Energy commission, said last week.

Addressing a gathering at a ceremony commemorating the turning over of the Canadian section of the road to Canada along with other joint defense projects, he stressed that the Northwest highway system, as the Canadian section of the road is now called, was still a gravel road through country largely undeveloped and not equipped to look after the wants of the tourist. It is hoped that considerable progress will be made during the next year toward providing facilities such as hotels, gasoline stations and eating places, needed before the road can be used by tourists.

The policy of the Canadian government was to open up the highway progressively to civilian traffic.

Dealers Placed On OPA Board

ST. LOUIS. — Eight St. Louis automotive dealers have been appointed to the OPA Trade Cooperating committee to assist in administering the OPA automobile pricing policy in order to facilitate rapid turnover of new and used cars.

On the committee are W. J. Rasmussen, Big Four Chevrolet Co.; E. B. Jones, Jones Motor Co.; C. F. McClure, Mendenhall Motor Co.; Percy Tucker, Tucker Motor Co.; Fred F. Vincel, Vincel, Inc.; George Weber jr., Weber Implement & Motor Co.; William E. Warmbold, Pallen Motors, Inc., and Joseph A. Schlecht, secretary of Greater St. Louis Automotive Assn.

IMMEDIATE DELIVERY
ADJUSTABLE PARTS BINS!
WRITE FOR DESCRIPTIVE FOLDER
SPERBER MFG. CO.
1815 Trombly Ave.
DETROIT 11, MICH.

NADA Presses Discount Fight . . .

House Group Okays Dealer Protection

(Continued from Page 1)

unit sales thereof for the calendar years 1939 to 1941, inclusive."

Whether this would affect past actions of OPA was not clear at press time Friday, but it appeared doubtful.

Meanwhile, NADA is advising all of its field contacts to be prepared for quick action when the floor fight does start about Apr. 15.

NADA still is battling for complete restoration of the trade discount and the handling charge cuts, but the going is admittedly tough since virtually every retail line in the United States has been compelled to accept trade discount cuts.

The line of argument being pursued by NADA is that automobile dealers have suffered worse than other retailers and therefore are entitled to special consideration.

Members of the House Small Business committee are being fully advised by NADA of the failure of OPA to keep its promise to hold the trade discount cut to 2½ percent and another hearing to ask Former Administrator Bowles "How come?" is not unlikely.

For the present NADA has been delaying requesting another small business hearing because a spokesman said it was felt the Banking and Currency committee should be approached for possible relief. That phase will be passed within a week and then small business can be dealt with again if it seems advisable, he stated.

Further consultations with eminent legal counsel in regard to taking court action on trade discounts and handling charges continued last week. One of the most prominent attorneys in the country, it was stated, has been in conference with NADA President William Mallon. He has asked for and received, it was said, a complete report on the case and now is studying all the facts.

He is expected to render an opinion in the course of a week or so as to whether the dealers might profit by taking their case to the court.

Mallon has been in Washington continuously throughout the past 10 days.

ABOVE IS A PICTURE of the Eastern Massachusetts Chrysler Dealers' Assn. members who recently assembled at the Puritan Hotel, Boston, for their seventieth monthly meeting. Thirty-eight dealerships were represented and at this time the cooperative advertising plan was covered and accepted by all co-extensive dealers. Seated at the head-table, left to right, are: Alfred W. Hurwitz, Young's Motor Car Co., secretary and treasurer; L. Q. Brown, Chrysler division, Boston district manager; Roland S. Norwood, Jurad & Norwood, vice-president; Herbert J. Bringham, Bringham Motors, Inc., president; J. C. Quinn, Chrysler division regional manager; Mary Killan, C. E. Fay Co.'s bookkeeper; Isabel Sutton, Jurad & Norwood's bookkeeper.

Fruehauf-Ind. To Be Expanded

FORT WAYNE, Ind.—An $800,000 addition will be built at Fruehauf Trailer Co.'s Fort Wayne plant to increase production of gas tank trailers, platform trailers and heavy movers by 40 percent.

The company has also filed a registration statement with the Securities and Exchange commission in Philadelphia for 125,000 shares of $100 par value cumulative preferred stock.

"We finally located these parts alit though it took 2 ads several months apart. We believe in being persistent." Parsons Auto Reconstruction Shop, 45 North Franklin St., Washington, Pa.

Cars Crowd Out Freight on Lakes

DETROIT.—Detroit & Cleveland Navigation Co. announced last week that it is discontinuing package freight service on the Buffalo division. All local and joint through lake-truck freight rates will be cancelled prior to the opening of the passenger season May 22.

The move results from the company's anticipation of a marked increase in the shipment of both new and tourist cars to Buffalo this summer, an official stated.

JUST OUT!

FLOYD CLYMER'S HISTORICAL MOTOR

SCRAPBOOK NO. 3

This fourth and newest addition to the Motor Scrapbook series illustrates and describes 250 early automobiles and motorcycles in reproductions of original ads, photos, articles and anecdotes. 224 pages. Unusual, non-technical, entertaining! Like previous editions 1 and 2, it shows gas, steam and electric cars, also motorcycles. Each book entirely different from the others. Steam Car Edition shows steamers only. See prices below. Catalog of other popular automotive titles on request.

Automotive News, Detroit 26,

ORDER BLANK—DETACH HERE

Book Dept., Auto News, Penobscot Bldg., Detroit 26.

Send the following, postpaid:
☐ Check enclosed. ☐ Send C.O.D.
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☐ Scrapbook No. 3, Reg. Edition $1.50
☐ Same, cloth bound, $2.50
☐ Steam Car Edition, $2.00
☐ Same, cloth bound, $3.50

NAME _____

ADDRESS _____

What an Audience

FOR YOUR SALES MESSAGE!

The most receptive high-income audience of car owners in America are the readers of The Saturday Evening POST—the medium in which Muskegon advertising appears regularly, month after month.

What a Market

FOR YOUR SERVICES!

To these millions of car owners Muskegon forcefully sells *your* services...tells them to see their "Factory Authorized" Service Man...explains in a prominent spot in each ad exactly *how* to find you. This kind of support is bound to help you!

Muskegon ads in THE SATURDAY EVENING POST

APPEARING APRIL 20

MUSKEGON PISTON RING COMPANY

MUSKEGON, MICHIGAN

Plants at Muskegon and Sparta

What's the Life Span?

OF AN ELEPHANT? The life span of an elephant, the longest-living animal, is from 40 to 60 years.

OF YOUR CAR? The "life span" of your car can be over 100,000 miles! Modern cars were built to deliver that mileage—if given proper *care*. To get expert, professional care, see your "Factory Authorized" Service Man. He's a real mileage specialist, trained by the car maker in the latest techniques of checking and repairing your car. He's a repair *parts* specialist, too—knows how much the right parts can improve car performance. He may suggest, for example, new piston rings tested and proved especially for worn engines by the same men who designed your car's original rings. So, for a longer "life span", call on your "Factory Authorized" Service Man!

How to Find Your "Factory Authorized" Service Man

Your "Factory Authorized" Service Man is either a dealer who sells your make of car or a repair shop authorized by the car builder to service your car. You'll find his name in your local Classified Telephone Directory under "Automobile Dealers" or "Automobile Repairing & Service."

MUSKEGON Piston Rings

"THE ENGINE BUILDERS' SOURCE FOR PISTON RINGS"

Steel Hits Ford . . .

Supplier Strikes Close Four Car Makers

(Continued from Page 1)

Rouge, which is slated to end this Wednesday, could not be directly attributed to labor difficulties. M. L. Bricker, vice-president in charge of Ford manufacturing, explained that Rouge has virtually exhausted its steel stocks during the last month.

"Steel is not yet available in quantities sufficient to meet our sharply mounting production schedules," he said, "principally because rolling mills which supply us have not reached high-level output."

During the shutdown, Bricker added, Ford hopes "to build up steel reserves sufficient to maintain scheduled production and employment."

Final assembly was suspended at the Rouge Thursday night until this Wednesday. Service parts manufacture continued without interruption at Highland Park, but the tractor and original parts lines were closed. The Lincoln plant remained on a five-day operation. Branch assembly plants were also affected.

Uncertainty in the steel picture stemmed from the strike of John L. Lewis' 400,000 soft coal miners, which got under way Apr. 1. Should this tieup be prolonged, the majority of auto manufacturers will feel the effects by way of steel.

Pennsylvania's steel mills report they have enough coal on hand to last through this month. If the bituminous pits are still strike-bound by the turn of May, however, trouble may be in store for the auto industry.

Automobile Manufacturers Assn. was quoted as predicting that new-car output will be affected about a week after the steel mills are compelled to close. The possibility exists that the same auto makers who rode through the recent steel strike will be able to last out a coal crisis.

Lewis is holding out for wage increases and establishment of a health and safety fund for the United Mine Workers union he heads. Negotiations with the mine operators have been under way in Washington for the last month, but without progress.

Consequently, the coal strike might last anywhere from 10 days to 10 months. Lewis has proved notorious in previous disputes for adamant defiance of public and government pressure, if such resistance suits his ends.

In the present battle Lewis, who recently joined the UMW to the American Federation of Labor, has not yet made known his attitude on the issues of wages and hours. Instead he has cajoled the company negotiators with demands for a health fund, in what some observers describe as a delaying move.

The issues in the UAW strike against Midland Steel were similarly clouded. While the wage question was believed resolved, a plant official said that several new issues were injected into the negotiations last week. He declined to comment on the new grievances or predict when the strike might be settled.

Walter P. Reuther, newly elected president of the UAW, opened conferences with GM executives Thursday in an effort to end the strikes at the seven plants remaining closed. Corporation spokesmen said that 68 plants have reopened, including all assembly points located in Michigan.

Of the seven GM locals holding out, six are protesting against company inisistence upon continuation of piecework pay. The seven plants still closed as of Friday were: Kansas City, Atlanta and Tarrytown (N. Y.) Chevrolet; Cleveland, Kansas City and Tarrytown Fisher, and Detroit Chevrolet Drop Forge.

To ease the shortage caused by the Chevrolet Forge holdout, Oldsmobile has volunteered to produce forgings for the assembly plants which the closed plant supplies. The Buick local was the last of the Michigan assembly groups to vote a return to work.

Reuther Opponents Win

The UAW convention ended March 31 at Atlantic City after the delegates dealt a leadership reversal to Reuther, whom they elevated to the union's presidency. Reuther came out second best at most in his fight to gain a majority of supporters on the 22-man International Executive board.

Thirteen of the 22 board members elected by the delegates backed R. J. Thomas, now vice-president, in his unsuccessful bid to retain the union presidency. Reuther succeeded in seating only nine followers on the all-powerful board.

With the other three international officers also on the other side of the fence, Reuther faces the task of uniting the union before he can launch drives against the industry.

The International Executive board is scheduled to meet next Monday.

• • •

Seniority Strike at Briggs Halts Plymouth Output

DETROIT.—The Plymouth assembly line and Chrysler's body plant here were forced to close Friday by a strike at Briggs Mfg. Co. More than 100 truck drivers, members of the UAW-CIO, walked out in a dispute over seniority.

The Briggs local was expected to meet today (Apr. 8) to discuss the grievance. Plymouth assembly will be suspended, officials said, until Briggs can resume manufacture of body stampings.

Unlocked

The 150-day Yale-Towne strike in Stamford, Conn., was settled Friday. The company, which expects to reopen Monday, is a major supplier of locks for the auto industry.

CATA Boosts Roll to Highest In 14 Years

CHICAGO.—With announcement last week that nine more dealers have been added to the roster, Chicago Automobile Trade Assn. disclosed that membership is now the highest percentagewise since the NRA era nearly 14 years ago.

Five of the new members are Kaiser-Frazer dealers, as follows: Altman-Brown Motors, Inc., Barrington Auto Sales & Service, Inc., Fred Ex & Sons Motors, Inc., Highland Auto Sales, Inc., and Packing Town Motor Sales.

De Soto-Plymouth is represented by Egan Motor Co. and Park Motor Sales; Chrysler-Plymouth by Larry Burns Motors, and Willys by Glazov Bros. Motors.

Pontiac Dealers Feted . . .

AS PONTIAC prepared to resume production Apr. 1, H. J. Klingler, general manager of the division, called a luncheon meeting of Detroit-area dealers to acquaint them with future plans. Left to right are Ernest Grates, Sen. George Higgins, Bob Clark, Klingler, D. B. Whitefield, Pontiac zone manager, and W. McGuire. Pontiac will produce 10,000 cars during April, Klingler said.

OTHER GUESTS at the Klingler luncheon were, left to right, James A. Grier, William Packer Jr. and C. C. Currie, Detroit, dealers; Paul R. Warmee, advertising manager, and Byron Webb, manager of the Pontiac Retail Store.

As Cadillacs Roll

Dreystadt Expects 300 a Day During April, 400 a Day in May

By Mel Humphrey
Associate Editor

DETROIT. — A 1946 Series 62 four-door Cadillac sedan rolled off the assembly lines here at 8:45 last Monday, marking the first car produced by a General Motors division in the Motor City area since the termination of the industry's longest strike in history.

N. Dreystadt

Cadillac, however, was second in the nationwide GM race to resume output, as a Chevrolet assembly line in St. Louis began to roll on Friday, three days earlier.

Nicholas Dreystadt, president of Cadillac, said the 5,000 workers employed by the division appeared "extremely happy to be back on their jobs."

He estimated that Cadillac would produce 300 units per day during April and that it is hoped to hit better than 400 a day in May.

Production is being held down by continuing strike at the Fisher Body plant in Cleveland, which is causing a serious shortage of interior trim, and also a shortage of bodies, according to Dreystadt. He pointed out that Fisher Body in Lansing, supplying the bodies, is now back in production, making it possible to plan to increase car production next month.

Dreystadt verified a report that the engineering department had been moved to Chicago during the strike, the first time in history such a move was made.

"But the department was only working on designs for future models, two or three years ahead, which has always been a Cadillac policy," Dreystadt said. "There is no truth to the rumor that was spread that immediate changes were to be made following the end of the strike."

He added that no major changes in models would be made throughout this year, although minor changes may be made from time to time. This is a standard policy of all manufacturers.

Dreystadt claimed that Cadillac is "sold out for the next 1½ years, with just the orders we have on hand today." He said 12,000 to 14,000 cars were lost during the strike and can never be made up.

He predicted that sheet steel would be tight for at least two years, as the steel plants did not increase their capacities for carbon steel during the war.

Production cost of the new Cadillac is approximately 25 percent more than prewar, according to Dreystadt. He pointed out that wage increases won by GM strikers are also reflected in supplier plants which are forced to boost the prices on materials.

•

The first Cadillac off the line was a two-tone blue and grey sedan, equipped with a radio.

Interesting items in Bob Finlay's column

Auto-Lite Plans Aids to National Safety Check

TOLEDO. — The Polic Traffic Safety Check being launched by International Assn. of Chiefs of Police will be supported by Electric Auto-Lite Co., Royce G. Martin, president, said last week.

R. G. Martin

"Never before in motoring history have the forecasts of highway accidents reached such figures as are seen during the immediate years ahead," Martin said.

Auto-Lite will announce the national program on its coast-to-coast radio show May 11. Four times during the traffic check, Dick Haymes, the star of the show, will bring special safety messages from Auto-Lite dealers to the drivers of America.

In addition, posters will be displayed in all Auto-Lite manufacturing plants and each of the more than 20,000 employes will be given special safety leaflets.

Output

(Continued from Page 1)

maker producing at a rate greater than prewar, hitting 2,550 last week compared to 2,417 for the same week in 1941.

General Motors divisions produced an estimated 6,384 units last week, compared to 53,620 in the same week in 1941. Of last week's output, Chevrolet totaled 4,065 cars and trucks; Buick, 0; Oldsmobile, 1,050; Pontiac, 824; Cadillac, 445.

In the same week in '41 the GM divisions, in the order above, produced 30,590, 8,615, 5,905, 6,935, 1,575.

Chrysler Corp. tallied an estimated 14,922 units last week, 16,786 during the previous week, compared to 26,592 units in the same week in '41. Chrysler division contributed to last week's total 1,816, in the previous week 1,868, while in the same week in '41 the division nit 3,725.

In the other divisions, De Soto's output was estimated at 1,625 last week, 1,633 in the previous week, 2,400 in the same week in '41. Dodge totaled 6,535 cars and trucks last week, 6,427 the previous week, 8,932 in the same week in '41. Due to a Briggs body strike Friday, Plymouth last week dropped to 4,946 from the previous week's 5,649, while in the same week in '41 the division totaled 11,535.

With assembly lines halted Thursday night because of steel shortages, Ford Motor production last week dropped to 13,827 units compared to 17,007 in the previous week. In the same week in '41, Ford's output was 17,650.

Ford car and truck production last week totaled 12,366, in the previous week 15,387, while in the same week in '41 the output was 15,000. Lincoln hit 237 last week, 272 the previous week, and 350 in the same week in '41. Mercury output last week was 1,224, previous week 1,348 and 2,300 in the same week in '41.

Production at Nash last week totaled an estimated 2,550 units, compared to 2,214 the previous week and 2,417 in the same week in '41.

Hudson, closed last week due to the Midland Steel tieup, had hit an estimated 2,000 units the previous week, and in the same week in '41 tallied 1,956.

Forced to a three-day week by the Midland Steel strike, Willys' production dropped to 956 last week compared to 1,554 the previous week. In the same week in '41, Willys was closed as a result of a strike.

Independent truck manufacturers produced an estimated 7,320 units last week compared to 6,946 in the previous week. Contributing to this figure was Autocar, Reo, Four-Wheel Drive, Diamond T, Federal, International, Studebaker and White, and other truck makers.

Wiring 'Shorts' Topic of Text

NEW YORK.—A new textbook for automotive mechanics entitled "How to Find Shorts" in automobile electrical systems has been published by Norman W. Henley Publishing Co. of this city.

The author, Jack Steele, regarded as an experienced electrical man, divides his instructions into 18 chapters. Each chapter covers a distinct field in wiring and analyzes troubles that can be directly traceable to each source.

GENERAL SALES MANAGER T. H. KEATING, Chevrolet, explaining construction of a cutaway chassis of a heavy duty Chevrolet military truck to Col. Quinton Adams, left, chief Detroit ordnance district, and Lt. Col. Clayton L. Coulter, executive officer, presented by Chevrolet to the Army. The chassis will be used in the mechanical training classes of the ordnance school, Aberdeen Proving Ground in Maryland.

CLASSIFIED WANT AD DEPARTMENT

Reaching an estimated 50,000 readers engaged in all branches of the automotive industry from Maine to California. Low Rates: TEN CENTS (10c) PER WORD—for one insertion or 25c per word for 3 insertions. Cash in advance. Count initials and groups of numbers as one word. Ads may be signed with your full name and address at regular rates, but if signed "Box No. . . . . , in care of Automotive News, Detroit 26, Mich." add one Dollar ($1) per insertion for this address and extra service as replies are forwarded, unopened, the same day received. Display Ads: $7 per inch, per insertion.

WANT AD DEPT., AUTOMOTIVE NEWS, PENOBSCOT BUILDING, DETROIT 26, MICH.

HELP WANTED

DISTRICT REPRESENTATIVE WANTED—One of America's pioneer truck manufacturers who builds a complete line of trucks and buses requires the services of a thoroughly experienced district representative to cover the northwest territory consisting of Washington, Oregon, Idaho and northern Montana. A man to qualify for this position must reside in this section and have a thorough knowledge of truck and bus merchandising problems. If you can qualify, reply, giving full information, experience and references, to Box 1215, c/o Automotive News, Detroit 26.

FORD PARTS COUNTER MEN and panel salesmen who are thoroughly experienced in Ford parts. Prefer men from the Southeastern states. Wire Donald Neese, care of Sam Murray, Inc., Ford Parts Distributor, or call 9-2757, Miami, Fla.

WANTED: SERVICE MANAGER for a large Oldsmobile dealership in Pennsylvania Town of 80,000 trade area. Capable of taking full charge, must have pleasing personality, aggressive and experienced. Future limited only by ability. Salary and liberal bonus for man who has ideas, makes them work and likes security and substantial income. Write Box 1229, c/o Automotive News, Detroit.

POSITION WANTED

VETERAN — OPEN FOR POSITION as direct representative or manufacturer agent. Several years experience covering Pennsylvania, Delaware, Maryland, District of Columbia and Trenton, N. J. Have good following among the chains as well as jobbers. Box 1216, c/o Automotive News, Detroit 26.

SERVICE MANAGER, thirty years experience, desires connection metropolitan New York area. G.M. trained in complete operation of service, body and parts. Box 1224, c/o Automotive News, Detroit 26.

ELEVENTH YEAR WITH DODGE-PLYMOUTH Distributor. Sales Manager five years. Won sales-maker title with Plymouth Conservative Trader. A-one reference. Write full particulars first letter. West preferred. Box 1226, c/o Automotive News, Detroit 26.

SALES OR GENERAL MANAGER. 15 years successful automobile experience from sales manager to dealership and distributor. 38 years old. Would accept position or buy interest. Box 1225, c/o Automotive News, Detroit 26.

DESIRE MANAGERIAL POSITION retail automotive. Thirteen years experience all phases, knowledge St. Louis territory but will consider any geographical location. G. A. McLanahan, 1320 Delta Blvd., Ft. Wayne 3, Indiana.

OVER TWENTY YEARS EXPERIENCE with large Midwest General Motors dealer, accounting, sales, service. Want position as General Manager. 41 years old, aggressive, dependable, honest, references. Box 1228, c/o Automotive News, Detroit 26.

PURCHASING OR SALES: College trained veteran, available May 1, majored in accounting and business administration. Five years diversified pre-war experience in steel forging plant including two years as production manager. Looking for position with chance for advancement. 25 years old, married, one child. In Army, worked as vocation counselor and personnel consultant's assistant. Write Box 1227, c/o Automotive News, Detroit.

NEW LINES WANTED

Manufacturer's and Distributor's Representative

Calling on Automobile Dealers, Service Stations and Distributors, wants line for Eastern Massachusetts and Rhode Island. Best of references.

HOWARD J. WALSH
19 Old Middlesex Rd. Belmont, Mass.
23 Years with General Motors

MANUFACTURERS REPRESENTATIVE

MANUFACTURER'S REPRESENTATIVE

Army Ordnance Major, release in May, and returning to home and business contacts in East desires one additional superior line for the automotive, hardware or sport goods field called on in New York and New Jersey.

Box 1231, c/o Automotive News, Detroit 26

DEALERSHIP WANTED

DEALERSHIP WANTED—Preferably in the South. Will pay cash for dealership with 500 to 1,000 new car potential. Will purchase complete inventory. Will assume lease or buy building. Replies will be kept strictly confidential. Box 1217, c/o Automotive News, Detroit 26.

DEALERSHIP FOR SALE

GARAGE AND DEALERSHIP FOR SALE. 2 popular cars, 5 others open. Northern Ohio, building and equipment $35,000. Stock extra. One-third down, 5 years. Box 1218, c/o Automotive News, Detroit.

GARAGE AND DEALERSHIP FOR SALE—Includes 2 popular cars; 1 popular truck; 2 buildings and new garage. $50,000. Half down—finance balance. Located central Pennsylvania. Write Box 1230, c/o Automotive News, Detroit 26.

BUSINESS OPPORTUNITIES

FOR SALE, small electro plating plant, complete, ready to go. A. J. Collins, 1933 Woodside, Bay City, Mich.

USED CARS FOR SALE

WE BUY AND SELL
GOOD USED CARS
Hometown Sales
Durham, N. C. Wholesale

TWO LINCOLN LIMOUSINES, 1936, 1937 respectively. Condition perfect in every sense. Owned and driven in Bar-Harbor, Maine. Below OPA ceiling. Write or wire James Utterback, Brewer, Maine, Tel. 23279.

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At 10:30 A.M.
Used Cars and Trucks on Hand
Every Tuesday — Rain or Shine
AT All Times

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USED CARS FOR SALE

LINCOLN 1941 CUSTOM LIMOUSINE. Like new, not a mar or scratch. Two heaters, low mileage. One private owner, a most desirable car below ceiling. Sergeant Motor Corp., 727 Main St., Rochester 5, N. Y.

FOR SALE
Wholesale
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Pontiacs - Oldsmobiles - Etc.
MOSTLY LATE MODELS
Maryland Motors, Inc.
ROCKVILLE MARYLAND
A Suburb of Washington, D. C.

SEVEN PASS. SEDANS

Fifty 7 & 8 Pass. Sedans and Limousines for sale at OPA prices or less. All privately owned and used. Most are like new, having long been in storage.

1941 Buick Model 90
1941 Buick Model 90L
1940 Buick Model 91
1942 Chrysler Model C-37
1941 Chrysler Model C-33
1942 Packard Model 1551
1941 Packard Model 1451
1940 Packard Model 1350
1941 Lincoln Limousine
1941 Lincoln 7-Passenger Town
1941 Lincoln 7-Passenger Sedan
1939 Cadillac Model 75
(Partial List)

R. S. EVANS
WORLD'S LARGEST DEALER
Phone 2-8158
Miami, Fla. 1632 N.E. Second Ave.

USED CARS WANTED

SEVEN PASSENGERS, limousines, large fives; cars must be clean. Prices reasonable. McCLINTOCK - CADILLAC, Lansing, Mich.

TRUCKS WANTED

NEW BUS CHASSIS AND TRUCKS WANTED. Will purchase any number of new Chevrolet, Ford, International, Dodge, and all other makes of chassis, for immediate or reasonably early future delivery. Prompt cash transaction. Write, wire or call, M. C. Murrell, Superior Coach Sales Company, 2235 N.W. 12th St., Phone 5-3338, Oklahoma City, Okla., giving prices, f.o.b. chassis factory or other locations.

NEW CHASSIS WANTED with cab or flat face cowl. FOB any point. Cash. Your ceiling price. Write or wire collect. American Body & Trailer Company, 1500 Exchange Ave., Oklahoma City, Okla. Phone 3-2561.

WANTED TO BUY
All Makes and Models of New Trucks
Also New Bus Chassis
BEN FISHEL AUTO COMPANY
2114 Sycamore Street, Cairo, Illinois

★★ TORQUEY ★★

"Oh well, come to think of it—'Ability to Pay'—did seem like a screwy way of doing business"

Automotive News — Millard F. Deuves

AUTO EQUIPMENT

PLACE YOUR ORDER TODAY
Improved Automatic
TOW PILOT—$17.50 Dealers
Bumper to Bumper Tow Bar
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TRUCKS FOR SALE

TEN 1943 DIAMOND T ARMY dump trucks 6x6 4 ton equipped with air brakes and RXC Hercules Motor Timken dual tandem axle. Trucks very rough in appearance. $1,050 each. Fulton Auto Exchange, 190 Edgewood Ave., N.E., Atlanta, Ga.

ONE CLEAN 1943 GMC-LWB 2½ ton 6x6 dump truck, 12 foot body and winch, open cab. $1,650. Fulton Auto Exchange, 190 Edgewood Avenue, N.E., Atlanta, Ga.

BUSES FOR SALE

2 KT INTERNATIONALS, 6 1942 Chevrolet buses. All 32 adult passenger bus bodies. Motors and tires in perfect condition. (Bought in 1944.) Prices are low ceiling and below. Pendley Body Co., 2404 Ave. G, Lubbock, Texas.

21 REO BUSES 1942, 37 adults, 54 children, solid frames, pictures available. Two 1942 Reo Pushers, two 1938 Yellow Pushers, 37 pass. Two 1942 Fitzjohn 44 pass. recliners, several sedan buses. McLaughlin Bus & Equip. Co., 1224 N. Main St., Providence, R. I.

FOR SALE: 1942 Chevrolet Station Wagon, 1941 Chevrolet Station Wagon, 1943 Chevrolet Bus—40 adult passengers, 1942 Chevrolet Bus—36 adult passengers, 1942 Chevrolet Bus—32 adult passengers. No reasonable offer refused. The above vehicles are in A-1 condition. Could be sold at warranted ceiling price. N. Willis Garage, Mercer, Pa.

FOUR 100 PASSENGER BUS TRAILERS, can be reconverted to car trailers. $650 each. Fulton Auto Exchange, 190 Edgewood Ave., N.E., Atlanta, Ga.

BUSES WANTED

WE BUY BUSES of all makes and models, any quantity. Also bus chassis. LINN-BAKER EQUIPMENT CO., Lansing, Michigan. Phone 83814.

TRUCK EQUIPMENT FOR SALE

THREE USED GALLION allsteel dump bodies, 11 ft. x 6 ft. with 4 ft. head and tail. Fits L.W.B. or Army 6x6 tandems. Sinders Chevrolet Co., 304 W. Main St., Jasonville, Ind.

NEW PRODUCTION, fully enclosed, all-steel Van type bodies. 12 ft., 16 ft. lengths. Smooth sides, beautiful appearance, superior construction. Available regular trade discounts. First come, first served. Mount on your truck at Detroit before driveaway. Phone, write Oltman-O'Neill Co., 5171 Martin Ave., Detroit 10, Mich.

12 NEW TRANSMISSIONS ASSEMBLY for Dodge Trucks, ½, ¾ and 1 ton. 1939 to 1946 models inclusive. $50 each. McNutt Motor Co., Maryville, Tenn.

1939 EQ MACK TRACTOR, Westinghouse air-brakes $1,675. 1940 GMC 500 tractor sleeper cab, 900x20 tires, $1,675. 1940 Ford 1½ ton tractor and trailer, new motor, both $1,475. Wiese Auto Sales Co., 1101 N. Main St., Pros. 401-402, Racine, Wisconsin.

PARTS WANTED

WRECKED OR BURNED CARS WANTED. Late models preferred. Write or phone Henderson 0232, 6700 Euclid Ave., Cleveland 3, Ohio.

WE NEED eight pistons, .030 oversize for 1935 LaSalle, with pins. Bill Holler Motor Sales, DeLand, Florida.

WANTED BODY any type for 1940 Dodge, De Soto or Chrysler. Quote price. Baker Motors, Centerville, Tennessee.

WANTED FOR 1941 CADILLAC SEDANETTE; complete grille, one headlight door, both outside running board mouldings, both rear fender shields. Notify Jose Villegas, Xicotencatl Nte. No. 112, Saltillo, Coahuila, Mexico.

WANTED LEFT DOOR 1941 Chevrolet town sedan. Cool Chevrolet Corp., Rochester, New York.

WANTED GRILLE for 1940 LaSalle, Model 52. Nardi Motor, 11521 Woodland, Cleveland, Ohio.

DOES ANY ONE HAVE OR KNOW where we can get parts for government trucks; Chevrolets, Fords and Dodge, such as drive shafts, U joints, axles and etc.? If so, please notify WILKINSON WRECKING CO., Box 116, Ocala, Fla.

NEW OR USED FRAME for 1940 De Soto 6. Write price and condition. Crescent Motors, Revere, Mass.

WANTED: STEERING ASSEMBLY for 1936 Pontiac 8. McEvoy Motors, 55 Monroe Ave., Rochester, N. Y.

WANTED: NEW CRANKSHAFT for 1941 Oldsmobile 8 with new main bearing, or new block assembly. Justice & Smith, P.O. Box 1004, Jackson, Miss.

PARTS FOR SALE

DOORS, TRUNK LIDS, for 1941 Dodge, Chrysler, De Soto sedans, coaches. 1942 Dodge, Chrysler, De Soto rear doors, trunk lids, seats. 1942 Chevrolet couch, coupe, sedan doors and coupe deck lids. 1942 Dodge complete rear bumpers. Fox Auto Parts, 3232 N. 22nd St., Philadelphia 40, Pa.

3—NEW 1946 CHEVROLET 1½ ton truck rear ends, complete with drums, springs and helper, wheels $190. Grand River Chevrolet Company, 5100 Grand River Ave., Detroit 8, Michigan.

USED: WE HAVE THE FOLLOWING PARTS in stock subject to prior sale: Complete front end assy. for 1942 Buick model 46S. Complete front end assy. for 1940 Olds 8—3919. Parts for 1942 Walter 5 ton trucks 4x4 Model—FNMD. Two new cylinder heads for 1933 Standard Chevrolet. Complete front end for 1938 Buick convertible Roadmaster. We have over a million new and used parts for late model cars and trucks. Give us a trial the next time you need these hard to get parts. Justice & Smith Auto Parts Company, P.O. Box 1004, Jackson 108, Mississippi. Phone 2-1218 or 4-8205.

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WILL TRADE 1907 BUICK even for new Buick. Also 1902 Oldsmobile, one cyl., for new 98 Olds. Both cars in perfect condition. Flying Dutchman, 1701 Madison, Toledo, Ohio.

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FOR SALE—1 used Bendix Cowdrey 4 wheel brake tester, ramp back off type, 6 inch single faced dials—⅓ H.P. Motors Model No. 112000 with two front Robinson Air Jacks. LAWDER BROS., INC., 6900 Vincennes Ave., Chicago 21, Ill.

FOR SALE—1 Used National Cash Register, 900 Class, 4 drawer type—in good condition. LAWDER BROS., INC., 6900 Vincennes Ave., Chicago 21, Ill.

1—BARRETT BRAKE DRUM LATHE complete (New) $641.50. 1—Barrett B-51-G rivet floor type machine (new) $165. 1—Sioux 6" portable grinder $100. 3—Weaver 10 ton Hyd. jacks $139. each (new). Ashtabula Nash Sales, 808 Prospect, Ashtabula, Ohio.

New Shop Equipment

FLOOR JACKS — 10 Ton Roller type, Hydraulic for cars and trucks. (Weaver) **$139.00**

CONNECTING ROD ALIGNERS—(Storm Mfg. Co. Model U30) 2⅝ to 7 inches **$60.00**

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BATTERY CHARGERS — 6, 3 cell batteries at 6 amperes complete with bulb, 110 volts, Wall or Bench Baldor Electric Co. **$29.50**

Grand River Chevrolet Co.
5100 GRAND RIVER AVENUE
DETROIT 8 MICHIGAN

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ATTENTION CAR DEALERS—Auto seat covers custom-tailored and universal, in fiber and sailcloth. Perfect Fit Cover Company, 1776 Broadway, New York.

MISCELLANEOUS

ENGINE REBUILDING—Crankshaft grinding and metallizing. John P. Hughes Motor Co., Inc., 800 Commerce St., Lynchburg, Virginia.

13 FOOT DODGE - PLYMOUTH NEON front building sign, also one double faced service sign. F. H. Brandes Co., Hastings, Nebraska.

1942 1½ ton FORD 6 cyl. Red Cross mobile canteen. Fully equipped, running water, sink, cabinets, shelves, icebox, counters, and many other features. Delivered new in 1944. Actual 1500 miles. Ideal for wagon jobber, carnivals, fairs, etc. New cost $3,350. Now $1,795. Town Motor Sales, 5719 Superior Ave., Cleveland, Ohio.

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